

資 料

1 合同評価報告書

2 ミニッツ

JOINT EVALUATION REPORT
ON
THE JAPANESE TECHNICAL COOPERATION
FOR
MALAYSIA EXTERNAL TRADE DEVELOPMENT
CORPORATION IN MALAYSIA

JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)
JAPAN

MALAYSIA EXTERNAL TRADE DEVELOPMENT
CORPORATION (MATRADE), MALAYSIA

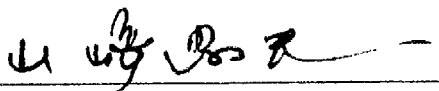
MARCH 26, 1999

KUALA LUMPUR, MALAYSIA

MUTUALLY ATTESTED AND SUBMITTED
TO ALL CONCERNED

March 26, 1999

Kuala Lumpur, Malaysia



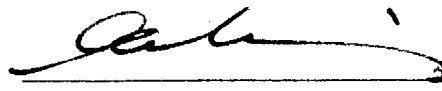
Mr. Tadao Yamazaki

Leader

Japanese Evaluation Team

Japan International Cooperation Agency

Japan



Mr. Mohammed Ab. Halim Ab. Rahman

Leader

Malaysian Evaluation Team

Malaysia External Trade Development

Corporation

Malaysia

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I. INTRODUCTION

1. The Evaluation Teams

The Japanese Evaluation Team (hereinafter referred to as "the Japanese Team") organized by Japan International Cooperation Agency (hereinafter referred to as "JICA") and headed by Mr. Tadao Yamazaki, visited Malaysia from March 10, 1999 for the purpose of joint evaluation with the Malaysian Evaluation Team (hereinafter referred to as "the Malaysian Team") headed by Mr. Mohammed Ab. Halim Ab. Rhaman on the achievement of the Japanese technical cooperation for Malaysia External Trade Development Corporation in Malaysia (hereinafter referred to as "the Project") on the basis of the Record of Discussions signed on March 9, 1994 (hereinafter referred to as "R/D").

Both teams discussed and studied together the effectiveness, impact, efficiency, relevance and sustainability of the Project in accordance with the JICA Project Cycle Management (hereinafter referred to as "JPCM") method.

Through careful studies and discussions, both sides summarized their findings and observations as described in this document.

2. Schedule of Joint Evaluation

March 10, 1999	Arrival of a consultant and a member of The Japanese Team in Kuala Lumpur
March 11, 1999	Interview with Director, Corporate Affairs, MATRADE. Interview with firms and government agencies concerned.
March 12, 1999	Interview with firms and government agencies concerned.
March 13, 1999	Interview with the former Director of MATRADE
March 14, 1999	Analysis of questionnaires to firms and Malaysian counterparts concerned.
March 15, 1999	Interview with Malaysian counterparts. Arrival of two other members of the Japanese Team in Kuala Lumpur.
March 16, 1999	Interview with Malaysian counterparts.
March 17, 1999	Preparation of Evaluation Grid.
March 18, 1999	Meeting between representative of the Japanese and the Malaysian Team . Arrival of other members including leader of the Japanese Team.
March 19, 1999	Interview with government official concerned. Courtesy call to Director of Industry, Economic Planning Unit (EPU) . Courtesy call to JICA Malaysia office.
March 20, 1999	Visit to Resource Center, Permanent Exhibition Center and New Building of MATRADE. Interview with the Japanese experts.

March 21, 1999	Documentation
March 22, 1999	Courtesy call to the former CEO of MATRADE. Courtesy call to the former Director of MATRADE
March 23, 1999	Courtesy call to CEO of MATRADE Luncheon hosted by the Japanese Team. The 1 st Joint meeting between the Japanese and the Malaysian teams.
March 24, 1999	Courtesy call to Director, Bilateral Trade, MITI. Meeting between representative of the Japanese and the Malaysian Team.
March 25, 1999	Luncheon hosted by MATRADE The Second Joint Meeting between the Japanese and the Malaysian teams.
March 26, 1999	Report to the Embassy of Japan Signing of the Joint Evaluation Report and Minutes of Discussion. Report to JICA Malaysia office

3.Members of the Evaluation Teams

3-1 Japanese Evaluation Team

Mr. Tadao Yamazaki	Leader Executive Director, Manufactured Imports Promotion Organization
Mr. Yuji Hosoya	Adviser Director, Human Resources Development Tech. Coop. Div., International Policy Bureau, MITI
Mr. Masaaki Hanai	Technology Transfer Planning Development Specialist, Institute for International Cooperation, JICA HQ
Mr. Yutaka Kawahara	Training Planning Deputy Director-General, Economic Development Assistance Dept., JETRO
Mr. Fumio Yamashita	Evaluation Management Deputy Director, First Tech. Coop. Div. Mining & Industrial Development Coop. Dept., JICA HQ
Mr. Jiro Iguchi	Evaluation Analysis Consulting Division PADECO Co, Ltd.,

3-2 Malaysian Evaluation Team

Mr. Mohammed Ab. Halim Ab. Rahman

Leader
Chief Executive MATRADE

Ms. Norhayati Sulaiman Director of Corporate Affairs Bureau

Mr. Zubir Abdul Aziz Director of Trade Information Bureau

Mr. Sukandar Abdul Latif Director of Trade Advisory and Training Bureau

Mr. Abdul Rahman Mamat Director of Trade Promotion Bureau

Dr. Michael Dosim Lunjew Director of Trade Research and
Development Bureau

Ms. Tay Lee Looi Principal Assistant Director, MITI

Mr. K.Thillainadarajan Principal Assistant Director, EPU

Ms. Roseliah Taha Manager of Public Relations

Ms. Roslina Long Trade Development Officer

II. METHODOLOGY OF EVALUATION

1. Method of Evaluation

The evaluation study was conducted in accordance with the JICA Project Cycle Management (PDM) method.

- The Project Design Matrix (PDM) was agreed by both sides as a basis of the evaluation.
- Achievement of the Project was studied by collecting data of the Verifiable Indicators set in the PDM.
- The Project was evaluated on five aspects described below.

2. Aspects of Evaluation

The Project was studied and analyzed on the following five aspects:

- 1) Effectiveness: Evaluate the extent to which the purpose has been achieved or not, and whether the project purpose can be expected to happen on the basis of the Outputs of the project.
- 2) Impact: Foreseeable or unforeseeable, and favorable or adverse effect of the project upon the target groups and persons possibly affected by the project.
- 3) Efficiency: Evaluate how the results stand in relation to the efforts and resources, how economically the resources were converted to the outputs, and whether the same results could have been achieved by other better methods.
- 4) Relevance: Evaluate the degree to which the project can still be justified in relation to the national and regional priority levels given to the theme.
- 5) Sustainability: Evaluate the extent to which the positive effects as result of the project will still continue after external assistance has been concluded.

3. Information for Evaluation

Following sources of information were used in this study.

- 1) Documents agreed by both sides prior to and/or in the course of the project implementation,
R/D,
Minutes of the Discussions,
Tentative Schedule of Implementation (TSI),
Technical Cooperation Programme (TCP) and others
- 2) The Project Design Matrix (Annex 1)
- 3) Record of inputs from both sides and activities of the Project
- 4) Statistics
- 5) Interviews with and questionnaires to counterparts, Japanese experts and the Companies.

*Approx. 100 questionnaires were sent to the companies, out of which 20 collected.

III. BACKGROUND AND SUMMARY OF THE PROJECT

1. Background of the Project

The Malaysian government announced in its 6th Malaysia Plan published in July 1991 the establishment of a trade promotion organisation to promote Malaysian exports, and simultaneously requested technological cooperation from the Japanese Government for the establishment and management of such an organisation. Based on this request the Japan International Cooperation Agency (JICA) , which is the implementation agency of the Japanese Government' s ODA programmes, despatched a survey team on several occasions to formulate a detailed implementation plan of this project.

Malaysia External Trade Development Corporation (MATRADE) started its operations in June 1993 and the MATRADE-JICA project cooperation commenced in July 1994 for a period of 5 years.

2. Chronological Review of the Project

A chronological review of the Project is summarized in Annex2.

3. Objective of the Project

Objective of the Project(Master Plan)stipulated in the R/D was:

"The purpose of the Project is to enable the counterpart personnel of MATRADE to organise, operate and manage a variety of programs for trade promotion by themselves through the Japanese technical cooperation."

The above objective was analyzed and re-arranged into the Project Purpose in the PDM, in order to evaluate the result of the Japanese technical cooperation. The Project Purpose is:

"To strengthen MATRADE's capabilities of collecting, processing, disseminating information so that it can respond to both government and private sector needs as well as the overseas market trends."

4. Tentative Schedule of Implementation

The Tentative Schedule of Implementation (TSI) is attached in Annex 3.

5. Technical Cooperation Program

The Technical Cooperation Program (TCP) is attached in Annex 4.

IV. RESULT OF EVALUATION

1. Summary

Effectiveness

During the project period, MATRADE's capabilities of collecting, processing disseminating information has been further strengthened to respond to both government and private sector needs as well as the overseas markets.

However, the effectiveness of the project was to a certain extent affected by the delay in the completion of the new MATRADE building.

Impact

The project to a certain extent has contributed to MATRADE's performance in enhancing Malaysia's exports through improvement of its trade information services such as publications, Resource Centre, seminars and workshops, enquiry service and trade fairs. Consequently the project has contributed to the improvement in the performance of Malaysian exports and the diversification of export items and markets.

Trade information collected and processed by MATRADE is disseminated through the various publications and MATRADE's homepage. The information is utilised by private sector, related government agencies including education and research institutions like universities in Malaysia and overseas.

Efficiency

The Inputs from the Japanese side in the form of despatching of experts, counterpart training in Japan and provision of machinery and equipment, were generally sufficient in terms of their quality and quantity. The Inputs from the Malaysian side in the form of assignment of C/P (counterpart personnel), location/placement of offices, procurement of machinery and equipment, and provision of operation cost of the project, were also generally appropriate. Those Inputs from both the Japanese and Malaysian sides have contributed to the achievement of Outputs.

The management system in MATRADE has effectively contributed to achieve the Outputs. Joint Coordinating Committee and Quarterly meetings monitored and managed the project implementation.

Relevance

The project was undertaken in line with the importance of trade promotion, which was stipulated in the 6th Malaysia Plan (1991-1995) and subsequently, in the 7th Malaysia Plan (1996-2000).

Project design was also generally relevant.

Sustainability

MATRADE has developed sufficient capacity to maintain and pursue its future trade promotion programmes. MATRADE has also undertaken various human resource development programmes since its establishment in 1993. Together with Outputs of the project, MATRADE's personnel have benefited.

In meeting future challenges and enhancing professionalism, MATRADE's staff needs continuous training and transfer of expertise.

Financially MATRADE is fully supported by the government.

Future prospects

Extension of the period or follow-up is not required.

Technology transfer under the project is almost over and it is expected that the project objective will be achieved by the end of the co-operation period.

Consistent with the strengthening of management ability, activities of MATRADE have improved steadily in terms of both quantity and quality, MATRADE as a national trade promotion organisation will continue to sustain its position with continuous government support after the project period.

2. Achievement of Project

Narrative summary	Verifiable Indicators	Achievement
Overall Objective	1. Performance of Malaysian exports	1. Export value increased steadily during the project period. Refer to Total Value of Malaysian Exports 1993-1998 (Table 7).
Malaysia's external trade will be enhanced through the reinforcement of the capabilities of MATRADE	2. Diversification of export items and markets.	2. Exports items and markets were diversified, according to the analysis by the Japanese experts based on the trade statistics in MATRADE.
Project Purpose	1. Level of satisfaction of beneficiary	1. Companies registered with MATRADE and government-related officials are highly satisfied with the trade information services, according to the result of the questionnaires and interviews.
To strengthen MATRADE's capabilities of collecting, processing disseminating information so that it can respond to both government and private sector needs as well as the overseas markets trends	2. Increase/decrease of MATRADE membership	2. The number of companies registered with MATRADE was more than double 1993-1996. However, in 1997, the number reduced due to economic slowdown. In 1998, the number has increased in line with the economic recovery and it is projected to increase further after the reduction of registration fees in 1999. Refer to Increase/decrease of MATRADE membership (Table 6).
	3. Increase/decrease of field of MATRADE service	3. Diversification of target areas or countries and/or target products in the information services is seen. Refer to the records of the trade information services (ANNEX 6-3, 6-4, 6-7, 6-8).

Narrative summary	Verifiable Indicators	Achievement
0. Project operation system is enhanced	0. Number of staff, budget, capability of managerial staff	0. MATRADE's project operation system is improved as scheduled. Refer to MATRADE's Manpower Strength (ANNEX5-1), Organization Chart of MATRADE (ANNEX5-2) and Annual Income and Expenditure of MATRADE for the year 1994-1998 (ANNEX 13).
1. Necessary machinery and equipment are provided, installed, operated and maintained properly.	1. Utilization and maintenance of the machinery and equipment	1. Necessary equipment is installed and fully used. Refer to Machinery and Equipment Provided by the Japanese Side (ANNEX 10), Equipment Given to MATRADE Under Technical Assistance Programme, 1994-1998 (ANNEX14) and MATRADE's expenditure for equipment and other asset shown in Annual Income and Expenditure of MATRADE for the year 1994-1998 (ANNEX 13).
2. C/P is trained to have appropriate knowledge and skills of trade promotion.	2.1. Self-evaluation of C/P and evaluation of C/P by the directors 2.2. Number of teaching materials, manuals and other documents prepared by Japanese experts	2.1. Most of the C/P and directors answered that their knowledge have to a certain extent improved, according to the questionnaires and interviews. 2.2. Total 101 items of teaching materials have been prepared by Japanese experts. Refer to List of Teaching Materials, Manuals and Other Documents by Japanese Experts (ANNEX6-1).
3. Research activities on trade information are carried out efficiently.	3. Number of country reports, product reports	3. A total of 49 reports including 18 reports supported by the Japanese experts were published during the project period. Refer to List of Report (ANNEX 6-2).
4. Trade information library is improved and well-maintained.	4.1. Number of materials (books, newspapers, magazines, statistics, CDs etc.) kept at Resource Centre 4.2. Number of New Acquisitions and Bibliography at Resource Centre 4.3. Number of Resource Centre visitors 4.4. Number of reference service	4.1. A total of 10,196 materials were newly acquired during the project period. Refer to Registration Record of Materials at Resource Centre (ANNEX 6-3). 4.2. 8 lists of new acquisitions and 9 were published during the period. Refer to List of New Acquisitions and Bibliography at Resource Centre (ANNEX 6-4). 4.3. The number of visitors has been increased annually. Refer to Number of Resource Centre Visitors (Table 1). 4.4. In 1996, approximately 5,000 references were made, In 1997 and 1998 compared to 1996, the number decreased by half as the users are more familiar with the Resource Centre. Refer to Number of Reference Service. (Table 2).
5. Trade information is offered timely to the users.	5.1. Number of seminars and workshops held and their participants 5.2. Number of trade enquiry service 5.3. Number of means for dissemination of trade information	5.1. The total number of seminars and workshops is 63 and participants is 6,733. Refer to Record of Seminars and Workshops (ANNEX6-5) and Number of seminars and workshops held and their participants (Table4). 5.2. Refer to Record of Trade Enquiry Service (ANNEX6-6). Number of the enquiry service is about 3,000 annually. 5.3. Many publications have been published and dissemination of information through electronic media has increased. Refer to List of Means for Dissemination of Trade Information (ANNEX6-7).
6. The operation of a permanent exhibition centre and participating/organizing trade fairs are improved.	6.1. Number of exhibitors at MATRADE permanent exhibition centre 6.2. Number of overseas trade fairs participated and solo-exhibitors organised	6.1 Refer to Number of exhibitors at Current Permanent Exhibition Centre (Table5). Regularly, about 180 companies exhibits at the current exhibition centre. 6.2 Refer to List of Trade Fairs Participated/ Organised (ANNEX6-8). Since the project started, MATRADE has participated and/or organised 82 trade fairs in total.

Activity	Achievement of Inputs	
	Japan	Malaysia
0.1. To allocate necessary personnel. 0.2. To formulate plans of operations. 0.3. To make budget plan and implement properly. 0.4. To establish and operate management systems. 1.1. To provide and install necessary machinery and equipment. 1.2. To use the machinery and equipment properly and maintain them regularly. 2.1. To plan and implement technological transfer through lectures and OJT to the C/P. 2.2. To review the achievement of technological transfer to the C/P. 3.1. To plan research activities on trade information. 3.2. To produce a manual for efficient implementation of research activities on trade information. 3.3. To implement research activities and produce research reports. 4.1. To plan for the improvement and maintenance of Resource Centre. 4.2. To implement the plan for improvement and maintenance of Resource Centre. 5.1. To plan for the efficient system of disseminating trade information service. 5.2. To make a manual for efficient implementation of trade information service. 5.3. To provide trade information to the users. 6.1. To plan for the efficient management of a permanent exhibition centre and organizing trade fairs. 6.2. To transfer technology related to effective operation of a permanent exhibition centre organizing trade fairs.	(1) Despatch of experts: 5 long-term experts, 25 short-term experts. Refer to ANNEX 7. (2) Acceptance of staff member as C/P training in Japan: 20 trainees have been trained in Japan. Refer to ANNEX 9. (3) Provision of machinery and equipment : Machinery and equipment valuing ¥ 193 million in total were provided until fiscal year 1998. Refer to ANNEX 10.	(1) Allocation of C/P: 32 staffs were allocated as the counterpart personnel. Refer to ANNEX9. (2) Location/placement of facilities: Office space is appropriate, according to the interviews with the Japanese experts. (3) Procurement of machinery and equipment: Appropriate. Refer ANNEX14, and MATRADE's expenditure for equipment and other asset shown in ANNEX 13. (4) Financial resources for the Project: Appropriate. Refer to ANNEX 13.

III. Details

I. Achievements of Objectives

(1) Achievement of Outputs	Achievement of result	AN NEX NO.
Output 0. Project operation system is enhanced	<p>It is expected that the Output 0 should be almost achieved by the end of the project period. Survey results supporting this evaluation are as follows..</p> <p>① Number of staff, budget, capability of managerial staff</p> <p>1) Refer to MATRADE's Manpower Strength (ANNEX5-1). The number of staff (including the supporting staff) increased from 108 in 1994 to 187 in 1998.</p> <p>2) Organization chart(ANNEX5-2) MATRADE comprised five bureaus. The project was conducted within the framework of this organization system and each bureau achieved varying results.</p> <p>3) Record of income and expenditure(ANNEX13) From 1993 when MATRADE was established until 1996, the total income and expenditure increased annually. However, in 1997, because of the economic downturn in Southeast Asian countries including Malaysia, the financial contribution of the government was affected accordingly.</p>	<p>5-1 5-2 13</p>
Output 1. Necessary machinery and equipment are provided, installed, operated and maintained properly.	<p>It is expected that the Output 1 should be almost achieved by the end of the project period. Survey results supporting this evaluation are as follows..</p> <p>① Maintenance of the machinery and equipment Refer to Machinery and Equipment Provided by the Japanese Side (ANNEX 10), Equipment Given to MATRADE Under Technical Assistance Programme, 1994-1998 (ANNEX14) and MATRADE's expenditure for equipment and other asset shown in Annual Income and Expenditure of MATRADE for the year 1994-1998 (ANNEX 13). Necessary equipment is installed and fully used.</p>	<p>10 13 14</p>
Output 2. C/P is trained to have appropriate knowledge and skills of trade promotion.	<p>It is expected that the Output 2 should be almost achieved by the end of the project period.</p> <p>1. Knowledge for trade information research During the project, C/P obtained additional knowledge for a) drafting Fact Sheets and Country Brief, b) conducting Export Marketing Survey, and c) classification of trade statistics.</p> <p>2. Knowledge on the management to operate Resource Centre Knowledge of the Resource Centre staff for the reference service and for the collection and classification of materials was improved.</p> <p>3. Knowledge for the trade enquiry service During the project, C/P's knowledge for conducting Trade Advisory Service was improved.</p> <p>Survey results supporting this evaluation are as follows..</p> <p>① Number of teaching materials, manuals and other documents prepared by Japanese experts.</p> <p>Refer to List of Teaching Materials, Manuals and Other Documents by Japanese Experts(ANNEX6-1). 101 items in total (79 items by the long term experts and 22 items by the short term experts) have been prepared.</p>	<p>6-1</p>

	<p>② Self-evaluation of C/P and evaluation of C/P by the directors</p> <p>1) Self-evaluation of C/P</p> <p>Interviews and questionnaires were conducted with the C/P on whether they have obtained sufficient knowledge and skills through the project. Approximately 80% of respondents acknowledged that through the On the Job Training and the lecture by the experts and through the training in Japan they have obtained additional knowledge in the various fields.</p> <p>2) Evaluation of C/P by the directors</p> <p>Interviews were also conducted with the directors and the former directors on whether capability and work performance of the C/P have been improved as a result of the training in the project. All the respondents acknowledged that the C/P has obtained additional knowledge and exposure which may have contributed towards their work performance.</p>													
Output 3. Research activities on trade information are carried out efficiently.	<p>It is expected that the Output 3 should be almost achieved by the end of the project period. Survey results supporting this evaluation are as follows.</p> <p>① Number of country reports, product reports</p> <p>Refer to list of report (ANNEX 6-2). During the project, 49 overseas research, reports, information by country, market research report, etc., including 18 reports which were published with the cooperation of the Japanese experts.</p>	6-2												
Output 4. The Resource Centre is improved and well-maintained.	<p>Output 4 has been almost achieved, as diversification of collected materials, improvement in reference method and preparation of materials for the reference service are getting achieved. Survey results supporting this evaluation are as follows.</p> <p>① Number of materials (books, newspapers, magazines, statistics, CDs etc.) kept at Resource Centre</p> <p>Refer to Registration Record of Materials at Resource Centre (ANNEX6-3). In 1993, approximately 5,000 materials were kept in the Resource Centre. Since the project started, 10,196 materials in total has been newly acquired, including 217 materials provided by the Japanese side.</p> <p>② Number of New Acquisitions and Bibliography at Resource Centre</p> <p>Refer to list of New Acquisitions and Bibliography at Resource Centre (ANNEX 6-4). During the project, 8 lists of new acquisitions and 9 bibliographies of materials in specific fields (Market, Tariff, Furniture, Directory and Rules & Regulations) were published.</p> <p>③ Number of Resource Centre visitors</p> <p style="text-align: center;">Table 1 Number of Resource Centre Visitors</p> <table><tr><td>Year</td><td>1994</td><td>1995</td><td>1996</td><td>1997</td><td>1998</td></tr><tr><td>Number of visitors</td><td>2,373</td><td>3,345</td><td>4,739</td><td>4,789</td><td>5,757</td></tr></table> <p>Refer to record of Resource Centre Usage (ANNEX6-5) and the above. The number of visitors has been increased annually, and the total number of visitors during the project is 21,003.</p>	Year	1994	1995	1996	1997	1998	Number of visitors	2,373	3,345	4,739	4,789	5,757	<p>6-3</p> <p>6-4</p>
Year	1994	1995	1996	1997	1998									
Number of visitors	2,373	3,345	4,739	4,789	5,757									

④ Number of reference service

Table2 Number of Reference Service

Year	1994	1995	1996	1997	1998
Number of reference service	N/A	N/A	5,006	2,464	2,454

As shown above, In 1996 when MATRADE started recording the number of reference service, approximately 5,000 references were made, In 1997 and 1998 the number decreased by half compared to 1996 as the users are more familiar with the Resource Centre.

⑤ Income of the Resource Centre

Table 3 Income of the Resource Centre

Year	1994	1995	1996	1997	1998
Income(RM)	60,533	34,995	41,582	42,216	54,461

⑥ Evaluation by companies registered with MATRADE

Questionnaires and interviews were conducted with the companies registered with MATRADE on whether the Resource Centre has improved for the past 4 years. All the valid responses acknowledged the improvement.

Output 5.
Trade
information
is offered
timely to the
users.

Output 5 has been almost achieved. Survey results supporting this evaluation are as follows.

① Number of seminars and workshops held and their participants

Table4 Number of Seminars and Workshops Held and Their Participants

Year	1994	1995	1996	1997	1998
Number of seminars and workshops	13	13	17	11	9
Number of participants.	838	1,450	1,618	1,183*	1,644

*Excluding the participants of 3 seminars without the records.

Refer to the above and Record of Seminars and Workshops (ANNEX6-5). The total number of seminars and workshops where JICA experts lectured is 8, and the number of participants is 848. For MATRADE as a whole, the total number of seminars and workshops is 63 and participants are 6,733.

② Number of trade enquiry service

Refer to Record of Trade Enquiry Services (ANNEX6-6). Approximately 3,000 times of enquiry concerning various products and countries were made annually.

③ Number of means for dissemination of trade information

Refer to List of Means for Dissemination of Trade Information (ANNEX6-7). During the project period, 11 directories, 19 magazines, 90 newsletters and 82 ad-hoc publications were published, including 1 directory, 12 newsletters and 82 ad-hoc publication, using the DTP equipment.

Electronic means for dissemination of trade information have also been developed. During the project period, MATRADE released 6 bulletin boards through the e-mail. The number of databases released to the public by terminals in the Resource Centre increased from 4 in 1994 to 9 in 1998. The number of sections in the MATRADE homepage also increased from 6 in 1996 to 10 in 1998.

	<p>④Evaluation by companies registered with MATRADE</p> <p>Questionnaires and the interviews were conducted with the companies registered with MATRADE on whether MATRADE's trade information services (the seminars, publications and enquiry service) have been improved for the last 4 years. Almost all the valid responses acknowledged the improvement in the seminar, while all the valid responses acknowledged the improvement in the publications and the enquiry service.</p>																											
Output 6. The operation of a permanent exhibition centre and participating /organizing trade fairs are improved.	<p>It is expected that the Output 6 should be almost achieved by the end of the project period. However, the floor plan prepared by the Japanese expert for the new exhibition facility has not been implemented, as the new building for MATRADE with a floor for the new exhibition facility, has not completed. Survey results supporting this evaluation are as follows.</p> <p>①Number of exhibitors at MATRADE permanent exhibition centre</p> <p>Table5 Number of Exhibitors at Current Permanent Exhibition Centre</p> <table><tr><th colspan="2">Year</th><th>1994</th><th>1995</th><th>1996</th><th>1997</th><th>1998</th></tr><tr><td rowspan="3">Number of exhibitors</td><td>First half</td><td>175</td><td>174</td><td>194</td><td>194</td><td>190</td></tr><tr><td>Second half</td><td>180</td><td>182</td><td>191</td><td>188</td><td>196</td></tr><tr><td>Total</td><td>355</td><td>356</td><td>385</td><td>382</td><td>386</td></tr></table> <p>As shown above, regularly approximately 180 companies exhibits at the current exhibition centre.</p>	Year		1994	1995	1996	1997	1998	Number of exhibitors	First half	175	174	194	194	190	Second half	180	182	191	188	196	Total	355	356	385	382	386	
Year		1994	1995	1996	1997	1998																						
Number of exhibitors	First half	175	174	194	194	190																						
	Second half	180	182	191	188	196																						
	Total	355	356	385	382	386																						
	<p>②Number of overseas trade fairs participated and organized</p> <p>Refer to List of Trade Fairs Participated/ Organized (ANNEX6-8). Since the project started, MATRADE has participated and/or organized 82 trade fairs in total.</p>	6-8																										
	<p>③Evaluation by companies registered with MATRADE</p> <p>Questionnaires and the interviews were conducted with the companies registered with MATRADE on whether the trade fairs have been improved for these 4 years. All the valid responses acknowledged the improvement.</p>																											

(2) Achievement of Project Purpose (To strengthen MATRADE's capabilities of collecting, processing disseminating information so that it can respond to both government and private sector needs as well as the overseas markets trends)	Achievement of Project Purpose						AN NEX													
	It is expected that the Project Purpose should be achieved by the end of the project period. Survey results supporting this evaluation are as follows.																			
	①Level of satisfaction of beneficiary Questionnaires and interviews were conducted with the companies registered with MATRADE on whether they were satisfied with MATRADE's services (publications, Resource Centre, seminars, trade enquiry service and trade fairs). Most of the valid responses acknowledged their satisfaction with each service.																			
	② Increase/decrease of MATRADE membership Table6 Increase/decrease of MATRADE Membership																			
	<table><tr><td>Year</td><td>1993</td><td>1994</td><td>1995</td><td>1996</td><td>1997</td><td>1998</td></tr><tr><td>Number of MATRADE membership</td><td>567</td><td>1,019</td><td>1,361</td><td>1,395</td><td>994</td><td>1,135</td></tr></table> <p>As shown above, the number of companies registered with MATRADE was more than double in 1996 compared with the number of companies registered in 1993. However, in 1997, the number of companies reduced due to economic slowdown. In 1998, the number has increased in line with the economic recovery in the country and it is projected to increase further after the reduction of registration fees in 1999.</p>						Year	1993	1994	1995	1996	1997	1998	Number of MATRADE membership	567	1,019	1,361	1,395	994	1,135
Year	1993	1994	1995	1996	1997	1998														
Number of MATRADE membership	567	1,019	1,361	1,395	994	1,135														
② Expansion of service area Refer to Registration Record of Materials at Resource Centre (ANNEX 6-3), list of New Acquisitions and Bibliography at Resource Centre(ANNEX6-4), Record of Trade Enquiry Service (ANNEX6-6), List of Means for Dissemination of Trade Information (ANNEX6-7). Diversification of target areas or countries and/or target products in these information services are observed in all the information services provided by Resource Centre, trade advisory service and other means of trade information dissemination (publication, homepage, etc.).						6-3 6-4 6-6 6-7														

2. Impact

(1) Achievement of Overall Objective (Malaysia's external trade will be enhanced through the reinforcement of the capabilities of MATRADE)	Achievement of Overall Objective						AN NEX
	① Performance of Malaysian exports						
	Table 7 Total Value of Malaysian Exports (1993-1998)						
	Year	1993	1994	1995	1996	1997	1998
	Total amount of export (RM million)	121,237	153,921	184,986	197,026	220,890	286,750
	As for the above, export value in 1998 grew compared with 1994 when the project started. Export value increased steadily during the project.						
	② Diversification of export items and markets.						
	1) Diversification of exports markets. The number of country of destination for Malaysia's export was 225 in 1998. Although the composition of the top 10 countries of export destination did not change between 1994 and 1998, their aggregate market share decreased from 78.42% to 75.11% during the same period.						
	2) Diversification of export items Number of export product group (at SITC 3 digit level) with recognizable share in Malaysia's total exports increased from 204 to 209 product groups between 1995 and 1998.						
	Comparing the top 30 exports product groups in 1993 and 1998, 5 product groups replaced each other. To a certain extent there was a diversification of Malaysian exports.						

(2) Contribution to the achievement of Overall objective by the project	Contribution by the project	AN NEX
	The project seems to be contributing to the promotion of Malaysian trade through its direct and far-reaching indirect impact. Survey results supporting this evaluation are as follows..	
	<p>① Direct impact</p> <p>The project contributed to a certain extent in strengthening further the functions of MATRADE in the promotion of Malaysian trade for the sake of beneficiaries, such as related government agencies, and private companies.</p> <p>Interviews were conducted with the companies registered with MATRADE on whether MATRADE's various services (publications, Resource Centre, seminars, trade enquiry service and trade fairs) contributed to actual improvement of their business. Most of the valid responses acknowledged that MATRADE's various services contributed to improvement of their business to a certain extent.</p>	
	<p>② Indirect impact</p> <p>Impact indirectly brought to the achievements of Overall Objective is that the above direct effects and other influence by the project shall contribute to the promotion of Malaysian trade.</p> <p>However, not only the project but also the other various factors are influencing the achievements of higher objectives. Right now, it is quite difficult to endorse correlation between the achievements of higher objectives and the project.</p> <p>Nevertheless the following survey results were obtained.</p> <p>1) According to the questionnaires and interviews of private companies many of the valid responses acknowledged that MATRADE's overall activities contributed to improvement of their business.</p> <p>2) According to the interviews of the relevant government organisations, they acknowledged that MATRADE's activities well responded to the government's policy needs of export promotion.</p> <p>3) Trade information collected and processed by MATRADE is disseminated through the various publications and electronic media. The information is utilised by not only the private sector, related government agencies including education and research institutions like universities in Malaysia and overseas.</p>	

3. Efficiency

(1) Appropriateness of quality, quantity and timing of Inputs	Appropriateness of Inputs	ANN EX
	(The Japanese side)	
	<p>① Despatch of experts: According to List of Despatched Japanese Experts (ANNEX7) and the results of questionnaires and interviews of C/P and the Japanese experts, expertise, activity plan, length of despatch and timing of despatch of the Japanese experts were generally appropriate.</p>	7
	<p>② Acceptance of staff members as C/P training in Japan. According to List of Malaysian Counterpart Personnel Trained in Japan (ANNEX9) and the results of questionnaires and interviews of C/P (including those who completed the counterpart training in Japan) and the Japanese experts, curriculum, length of training and implementation period of the counterpart training were generally appropriate.</p> <p>Although the contents of the curriculum were generally appropriate, some complained that curriculum should be further specialized taking into account of expertise of each trainees. 'Training on Export Marketing Research,' which was conducted in February 1999, focused on more specialized fields. Participants were satisfied with the program.</p>	9
	<p>③ Provision of machinery and equipment According to 'Machinery and Equipment Provided by the Japanese Side' (ANNEX10) and the results of questionnaire and interviews of C/P and the Japanese experts, machinery and equipment provided by the Japanese side were generally appropriate in terms of quality, quantity and timing of provision.</p> <p>Malaysia Trade Statistics Retrieving System (MTR) has been developed in stages, and it took 3 years to install the system. The system is now in the final stage. Hopefully, it will satisfy the requirements of MATRADE.</p> <p>MATRADE is replacing computer-related equipment, especially P/C provided in 1994, with new models to catch up with the recent technology development.</p>	12
	(The Malaysian side)	
	<p>① Allocation of C/P According to List of Counterpart Personnel and Supporting Staff (ANNEX12) and interviews of C/P and Japanese experts ability, timing of assignment and duration of assignment of C/P are generally appropriate.</p>	
	<p>② Location/placement of facilities The project objectives could have been fully achieved, if the new building were completed as scheduled. Office space provided by MATRADE for the Japanese experts is appropriate.</p>	
	<p>③ Procurement of machinery and equipment According to MATRADE's expenditure for equipment and other asset shown in Annual Income and Expenditure of MATRADE for the year 1994-1998 (ANNEX 13), Equipment Given to MATRADE under JICA Technical Assistance Programme, 1994-1998 (ANNEX14) and interviews of the Japanese experts, machinery and equipment provided by the Malaysian side are appropriate in terms of quality, quantity and timing of provision.</p>	13 14
	<p>④ Financial resources for the Project Refer to Annual Income and Expenditure of MATRADE for the year 1994-1998 (ANNEX13). As to the financial resources for the Project account for expenditure, amount and timeliness of provision are generally appropriate.</p>	13

(2) Contribution to the results of Inputs	Contribution to the results of Inputs
	<p>①Inputs from the Japanese side</p> <p>1) Regarding the despatch of the experts, the number of C/P is more than the number of long-term experts and it was difficult to meet the wide range of needs of all of the C/P. Therefore, despatch of short-term experts with special knowledge on the specific areas was more effective in achieving the expected results.</p> <p>2) In terms of acceptance of trainees, training for total of 20 persons was conducted and it contributed to the achievement of the successful results.</p> <p>3) In terms of the equipment, the DTP has been utilised effectively for printing operation. In addition, the completion of the MTR is expected to speed up analysis and processing of information in MATRADE.</p> <p>②Inputs from the Malaysian side</p> <p>Inputs from the Malaysian side, such as allocation of C/P for the project implementation, providing office space for the experts, purchasing of equipment, bearing the cost incurred locally, etc. are contributing to the achievement of the successful results including the increase of the efficiency of Inputs from the Japanese side.</p>
(3) Was the management of the contribution appropriate?	According to the interviews of C/P, related government agencies and Japanese experts, the management system in MATRADE functioned effectively in achieving the desired outputs. Joint Coordinating Committee and Quarterly meetings monitored and managed the project implementation.
(4) Linkage with other form of co- operation	<p>①As a result of the interviews, the following co-operations with other organisations were confirmed.</p> <ul style="list-style-type: none"> • Mutual co-operation with JETRO Kuala Lumpur Office (Trade consultation, acceptance of missions, selection of exhibitors to Japan, organizing seminars, etc.) • Cooperation with ASEAN CENTRE (selection of exhibitors to Japan, etc.) • Cooperation with JACTIM (organizing seminars, exhibition of JACTIM member companies to Japan).

4. Relevance

(1) Relevance of Project Purpose to Malaysia's policy	Relevance	ANN EX
	<p>The Project Purpose to strengthen the information processing of MATRADE to meet the needs of both government and private sectors has been quite relevant to Malaysia's policy.</p> <p>The project was enforced based on the importance of trade promotion, which was advocated as a national policy in the 6th Malaysia Plan(1991-1995) and subsequently, in the 7th Malaysia Plan (1996-2000). 3 items out of 11 items in the "Challenges to the Future" (9th section in the plan) are related to trade promotion and therefore, trade promotion is still important for Malaysia. It was further emphasised that export is the engine of growth for the Malaysian economy.</p>	
(2) Relevance of Project Purpose to the needs of beneficiaries	<p>Project Purpose is relevant to the needs of beneficiaries.</p> <p>According to the questionnaires and the interviews of member companies, related government agencies and C/P, most of the respondents acknowledged that the Project Purpose or MATRADE itself, as a trade promotion organisation meet the needs of the private sector.</p> <p>In addition, many of member companies seem to put importance on better trade information, saying that trade information is very important for their operations and they do not mind paying higher membership fees, if MATRADE provides them with better information service for improvement of their operations.</p>	
(3) Relevance of the project design	<p>Project design can be evaluated that it was generally valid.</p> <p>According to the interviews of related government agencies and C/P, all of the respondents acknowledged that the project design was valid or valid to some extent.</p> <p>As mentioned earlier, the staff above Assistant officer level in MATRADE was assigned as the counterpart personnel for the JICA experts in the project. In the project design, special consideration for technology transfer was given to meet the needs of counterparts, e.g. the contribution in preparing manuals, etc. for the counterparts.</p>	

5. Sustainability

(1) Organizational aspect (Policy support, posting of staff, how staff stay in the organisation, co-operation with similar organisation, management ability, etc.)	Sustainability	ANN EX
	<p>In view of the importance of trade promotion in Malaysia, MATRADE will continue to expand its organisation in line with its roles as the national trade promotion organisation with full support from the government.</p> <p>In terms of human resources, capable officers and staff and appropriate infrastructure are already in place in MATRADE. However at the beginning of the project period, lack of familiarity about the project and shortage of officers/ staff hindered the smooth implementation of the project. Nevertheless the situation has improved substantially towards the end of the project period.</p>	
(2) Financial aspect (Source of necessary expenditure, availability of public assistance, its own financial resources, processing of accounting)	<p>MATRADE expenditure is fully funded by the government (Refer to ANNEX13). The government will continue to provide financial support to MATRADE in the field of trade promotion.</p>	13
(3) Technical aspect (How the transferred expertise stays, maintenance of facility and equipment, accordance with needs of local expertise)	<p>During the project period, companies registered with MATRADE increased except in 1997. It is recognised that the needs of the private sector for MATRADE's services will increase in the future. Consequently, MATRADE will have to provide its clients with more diversified quality services with quality. In this respect the knowledge of MATRADE's officer/ staff is continuously being upgraded through full utilisation of teaching materials, manuals and related documents obtained from the project.</p>	

IV. Prospects, lessons and suggestions for the project

1. Necessity of extension or follow-up (necessary area/method/timing/reason)	<p>Extension of the period or follow-up is not required.</p> <p>Technology transfer under the project is almost over and it is expected that the project objective will be achieved by the end of the co-operation period.</p> <p>Consistent with the strengthening of management ability, activities of MATRADE have improved steadily in terms of both quantity and quality, MATRADE as a national trade promotion organisation will continue to sustain its position with continuous government support after the project period.</p>
2. Lessons and suggestions (1) Lessons	<p>The project has 2 features in comparison with other technological co-operation projects.</p> <p>First, the project is based on advisory system whereby the long term experts gave advisory services to counterparts whenever necessary.</p> <p>Secondly, it aimed at further strengthening the ability of the organisation in terms of management ability and organisation framework.</p> <p>In future similar cooperation, the following lessons should be taken into consideration:</p> <p>(1) Expert, who is in a position as an advisor, should always have closer relation with C/P so that experts can meet ad hoc needs of C/P. To transfer his/her knowledge and experience to all of the C/P, contents of the training should be prepared in a form of teaching and educational manuals so that C/P can refer to them whenever they need.</p> <p>(2) In technology transfer to an organisation which already possesses certain management ability, it is advisable that at the initial stage of the project, long-term experts with wide range of knowledge should handle critical issues facing the organisation. While on the other hand, short-term experts should be utilised more to handle or to focus on the specific requirements/ needs of the C/P.</p>
(2) Suggestions for short-term perspective	<p>With the implementation of the project, it is hoped that the teaching materials, educational manuals and reports prepared by the experts should be promoted for utilisation and updated by C/P for better utilisation and diffusion of expertise transferred to MATRADE. With regard to the trade statistics retrieval system, MATRADE should strengthen the functions of peripherals and improve the software from time to time to expand the usage of the achievements.</p>
(3) Suggestions for long-term (requiring institutional reform)	<p>(1) In-house human resource development It is necessary to plan for human resources and career development in the long-term so that information and know-how can be accumulated and utilised for the betterment of the organisation. Training programmes, including overseas training, should be undertaken, and attachments with other international institutions should be encouraged.</p> <p>(2) Securing human resources through outsourcing Diversification of the operation and development of internationalisation require more diversified specialities like information processing in MATRADE. To secure human resources with diversified specialties, not only the in-house human resources development but also outsourcing should be utilised actively if available.</p> <p>(3) Closer contacts with companies registered with MATRADE In terms of information, it is important to meet the needs of private sector and to improve trade information service further. Especially, the latest trade information should be forwarded to the clients frequently (everyday, if possible) and this is one of the requests that private sector wants most and the implementation is highly expected. Information can be exchanged more efficiently through electronic network between the private sectors and MATRADE.</p> <p>(4) Training of human resources in the private sector Training of human resources might be needed in order to enhance capabilities of the private sector for the matters relating to trade.</p>

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PROJECT DESIGN MATRIX ON JICA-MATRADE PROJECT FOR EVALUATION PURPOSE

Narrative Summary	Detailed Contents of Narrative Summary	Verifiable Indicators	Means of Verification	Important Assumptions
Overall Objective The overall objective of the Project is to contribute to the promotion of Malaysian external trade through development of human resources of MATRADE.	Overall Goal Malaysia's external trade will be enhanced through the reinforcement of the capabilities of MATRADE	1. Performance of Malaysian exports 2. Diversification of export items and markets.	1.&2. Trade statistics of Malaysia	The world and Malaysian economy grows steadily.
Project purpose The purpose of the Project is to enable the counterpart personnel(C/P) of MATRADE to organise, operate and manage a variety of programs for trade promotion by themselves through the Japanese technical cooperation.	Project Purpose To strengthen MATRADE's capabilities of collecting, processing disseminating information so that it can respond to both government and private sector needs as well as the overseas markets trends	1. Level of satisfaction of beneficiary 2. Increase/decrease of MATRADE membership 3. Increase/decrease of field of MATRADE service	1. Questionnaire to and interview with beneficiary 2.1 Annual report of MATRADE 2.2. Record of the Trade Advisory and Training Bureau. 3. Annual report of MATRADE	The activities of MATRADE are continuously supported by the government and the private sector
Outputs C/P of MATRADE will be fostered in the following areas: (a) Overseas research and market surveys, (b) Sourcing, collection, collation, processing of trade information, (c) Dissemination of trade information, (d) Trade advisory and consultation services, (e) Development of a computerized trade information system, (f) Production of trade information materials, and (g) organisation of permanent exhibitions and ad-hoc trade fairs.	Outputs 0. Project operation system is enhanced 1. Necessary machinery and equipment are provided, installed, operated and maintained properly. 2. C/P is trained to have appropriate knowledge and skills of trade promotion. 3. Research activities on trade information are carried out efficiently. 4. Trade information library is improved and well-maintained. 5. Trade information is offered timely to the users. 6. The operation of a permanent exhibition centre and participating/organizing trade fairs are improved.	0. Number of staff, budget, capability of managerial staff 1. Utilization and maintenance of the machinery and equipment 2.1. Self-evaluation of C/P and evaluation of C/P by the directors 2.2. Number of teaching materials, manuals and other documents prepared by Japanese experts 3. Number of country reports, product reports 4.1. Number of materials (books, newspapers, magazines, statistics, CDs etc.) kept at Resource centre 4.2. Number of New Acquisitions and Bibliography at Resource centre 4.3. Number of Resource centre visitors 4.4. Number of reference service 5.1. Number of seminars and workshops held and their participants 5.2. Number of trade enquiry service 5.3. Number of means for dissemination of trade information 6.1. Number of exhibitors at MATRADE permanent exhibition centre 6.2. Number of overseas trade fairs participated and solo-exhibitors organised	0. organisation chart, Administration record, Statement of Income and Expenditure. 1. Register book of assets and maintenance record of the equipment 2.1. Questionnaire to C/P and the directors of each bureau 2.2. List of teaching materials, manuals and other documents prepared by Japanese experts 3. List of reports 4.1. Registration record of materials at Resource centre 4.2. List of New Acquisitions and Bibliography at Resource centre 4.3. Record of Resource centre Usage 4.4. Record of Resource centre Usage 5.1. Record of seminars and workshops 5.2. Record of trade enquiry service 5.3. List of means for dissemination of trade information 6.1. Record of exhibitors in MATRADE permanent exhibition centre 6.2. Record of participation in overseas trade fairs and solo-exhibitions	The interests of Malaysia's private sector to promote export are sustained.

2

Activities	Activities	Inputs	
<p>The human resources of MATRADE will be developed primarily through on-the-job training by the Japanese experts in the following activities:</p> <p>(a) Production of reports on economic and trade conditions in major overseas markets and supply of those to the Publication Section.</p> <p>(b) Production of market survey reports on particular export product items in major overseas markets and supply of those to the Publication Section.</p> <p>(c) Sourcing, collection, collation, processing of trade information on the major trading partners of the world.</p> <p>(d) Operation of Trade Library including reference services.</p> <p>(e) Development of the facilities and system for trade advisory and consultation services.</p> <p>(f) Development of a membership system including information service system for the members.</p> <p>(g) Development of a computerized trade opportunities matching system.</p> <p>(h) Development of a computer system for analyzing trade statistics of Malaysia.</p> <p>(i) Development of a computer system of country profiles of important trade partners.</p> <p>(j) Production of trade-related publications and development of other information medias.</p> <p>(k) Holding seminars on international economies, world trade and industries.</p> <p>(l) Operation of permanent exhibitions and ad-hoc trade fairs.</p> <p>Note; As for (h) and (i), cooperation will be confined to transfer of technology in designing the structure of databases and development of operational softwares for those databases will not be included.</p>	<p>0.1. To allocate necessary personnel.</p> <p>0.2. To formulate plans of operations.</p> <p>0.3. To make budget plan and implement properly.</p> <p>0.4. To establish and operate management systems.</p> <p>1.1. To provide and install necessary machinery and equipment.</p> <p>1.2. To use the machinery and equipment properly and maintain them regularly.</p> <p>2.1. To plan and implement technological transfer through lectures and OJT to the counterparts.</p> <p>2.2. To review the achievement of technological transfer to the C/P.</p> <p>3.1. To plan research activities on trade information.</p> <p>3.2. To produce a manual for efficient implementation of research activities on trade information.</p> <p>3.3. To implement research activities and produce research reports.</p> <p>4.1. To plan for the improvement and maintenance of Resource centre.</p> <p>4.2. To implement the plan for improvement and maintenance of Resource centre.</p> <p>5.1. To plan for the efficient system of disseminating trade information service.</p> <p>5.2. To make a manual for efficient implementation of trade information service.</p> <p>5.3. To provide trade information to the users.</p> <p>6.1. To plan for the efficient management of a permanent exhibition centre and organizing trade fairs.</p> <p>6.2. To transfer technology related to effective operation of a permanent exhibition centre organizing trade fairs.</p>	<p>By Japan</p> <p>(1) despatch of experts ; (long-term expert) 5 persons (short-term) 25 persons</p> <p>(2) Acceptance of staff member as C/P training in Japan: 20 persons</p> <p>(3) Provision of machinery and equipment : 193 million yen (as of the end of Japanese fiscal year 1998)</p> <p>By Malaysia</p> <p>(1) Allocation of C/P: 32 persons (inclusive of bureau heads)</p> <p>(2) Location/placement of facilities</p> <p>(3) Procurement of machinery and equipment</p> <p>(4) Financial resources for the Project</p>	<p>C/P are not often transferred</p> <p><u>Preconditions</u></p> <p>The government of Malaysia supports the necessity of the reinforcement of MATRADE in terms of dissemination of trade information.</p>

2

CHRONOLOGICAL REVIEW OF THE PROJECT

Year	Month/Date	Item
1991	Jul.	The Malaysian government submitted a request for a project-type technical cooperation to the Government of Japan.
1992	Dec. 7~15	Dispatch of the Preliminary Survey Team
1993	Aug. 14~Sep. 10	Dispatch of the Experts Survey Team (1 st)
	Dec. 14~23	Dispatch of the Experts Survey Team (2 nd)
1994	Feb.28~Mar.10	Dispatch of the Implementation Survey Team
	Mar. 9	Sign of the Record of Discussion (R/D) / Start of the Term of the Cooperation
	Jul. 1	Dispatch of one Japanese long-term Expert (Coordinator)
	Jul. 15	Dispatch of two Japanese long-term Experts (Chief Advisor and Information Service)
	Sep. 1	Dispatch of one Japanese long-term Expert (Trade Research)
	Oct. 4 ~ Nov. 9	Two counterparts training in Japan
	Nov. 14	Dispatch of one Japanese long-term Expert (Library)
	Dec.12~21	Dispatch of the Consultation Team
1995	Oct. 24 ~ Nov. 16	Five counterparts training in Japan
1996	Oct. 13 ~ Nov. 2	Four counterparts training in Japan
	Nov. 25 ~ Dec. 5	Dispatch of Advisory Team
1997	Sep. 29 ~ Oct. 6	Dispatch of Consultation Team
	Nov.12	Long-term Expert on Library return to Japan
	Nov. 16 ~ Dec. 6	Four counterparts training in Japan
1998	Jul. 13	Long-term Expert on Trade Information return to Japan
	Nov. 30 ~ Dec. 19	Three counterparts training in Japan
1999	Feb. 13 ~ Mar. 5	Two counterparts training in Japan
	Mar. 10 ~ 27	Dispatch of the Evaluation Team

Tentative Schedule of Implementation (TSI) for the Project

Calendar Year	1994				1995				1996				1997				1998				1999			
Japanese Fiscal Year	1994				1995				1996				1997				1998				1999			
Quarter	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
I. Term of the project (5 Years)																								
II. Japanese side																								
1. Dispatch of experts																								
1) Long-term experts																								
(1) Chief advisor																								
(2) Coordinator																								
(3) Trade research																								
(4) Trade advisory																								
(5) Trade library																								
2) Short-term experts																								
2. Provision of machinery and equipment																								
3. Training of Malaysia Counterpart in Japan																								
4. Dispatch of Consultation team																								
5. Dispatch of Advisory team																								
6. Dispatch of Consultation team																								
7. Evaluation team																								
III. Malaysian side																								
1. Staff allocation																								
2. Site preparation																								
1) Sustaining the present premises																								
2) New building (Construction/Operation)																								
3) Budgetary allocation																								
3. Provision of equipment																								

Technical Cooperation Program (TCP) for the project

Calendar Year	1994				1995				1996				1997				1998				1999			
Japanese Fiscal Year	1994				1995				1996				1997				1998				1999			
Quarter	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Term of the Project (5 Years)																								
A. Trade Research																								
A1. Advice on development of MTR system																								
A2. Cooperation in implementation of marketing research																								
A3. Advice on compilation of country reports																								
B. Trade Information																								
B1. Advice on preparation of reference materials																								
B2. Cooperation in holding seminars																								
B3. Cooperation in handling Japanese market information																								
B4. Cooperation in handling trade inquiry																								
C. Trade Library																								
C1. Cooperation in acquisition of materials																								
C2. Advice on operation of resource centre																								
C3. Advice in handling reference services																								

Note: : Implementation plan
 : Implemented

MATRADE'S MANPOWER STRENGTH

Malaysian Fiscal Year	1994		1995		1996		1997		1998	
Classification of Staff	O	S	O	S	O	S	O	S	O	S
TOTAL NUMBER OF POST APPROVED	42 66		42 66		60 127		60 127		60 127	
=====										
1.OFFICE OF CEO	1	1	1	1	1	1	1	1	1	1
2. CORPORATE AFFAIRS	9	24	9	24	12	51	12	51	12	51
Director	1	1	1	1	1	1	1	1	1	1
Finance	3	3	3	3	3	14	3	14	3	14
Admiministration & Public Affairs	3	2	3	2	5	10	5	10	5	10
Personel	2	1	2	1	3	6	3	6	3	6
Common for the above	17		17		20		20		20	
3. TRADE INFORMATION	9	19	9	19	18	35	18	35	18	35
Director	1	1	1	1	1	1	1	1	1	1
Library	2	2	2	2	4	4	4	4	4	4
Computer Service	3	4	3	4	9	15	9	15	9	15
Publication	3	3	3	3	4	6	4	6	4	6
Common For the above	9		9		9		9		9	

4. TRADE ADVISORY & TRAINING

	8	7	8	7	9	13	9	13	9	13
Director	1	1	1	1	1	1	1	1	1	1
Trade Advisory	7	5	7	5	8	7	8	7	8	7
Common for the above		1		1		5		5		5

5. TRADE PROMOTION

	9	8	9	8	10	17	10	17	10	17
Director	1	1	1	1	1	1	1	1	1	1
Trade Exhibitions	4	3	4	3	6	7	6	7	6	7
Trade Missions	4	3	4	3	3	2	3	2	3	2
Common for the above		1		1		7		7		7

6. RESEARCH & DEVELOPMENT

	6	7	6	7	10	10	10	10	10	10
Director	1	1	1	1	1	1	1	1	1	1
Trade Research	5	2	5	2	9	3	9	3	9	3
Common for the above		4		4		6		6		6

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O = Officer or Assistant Manager (Grade 3) and above

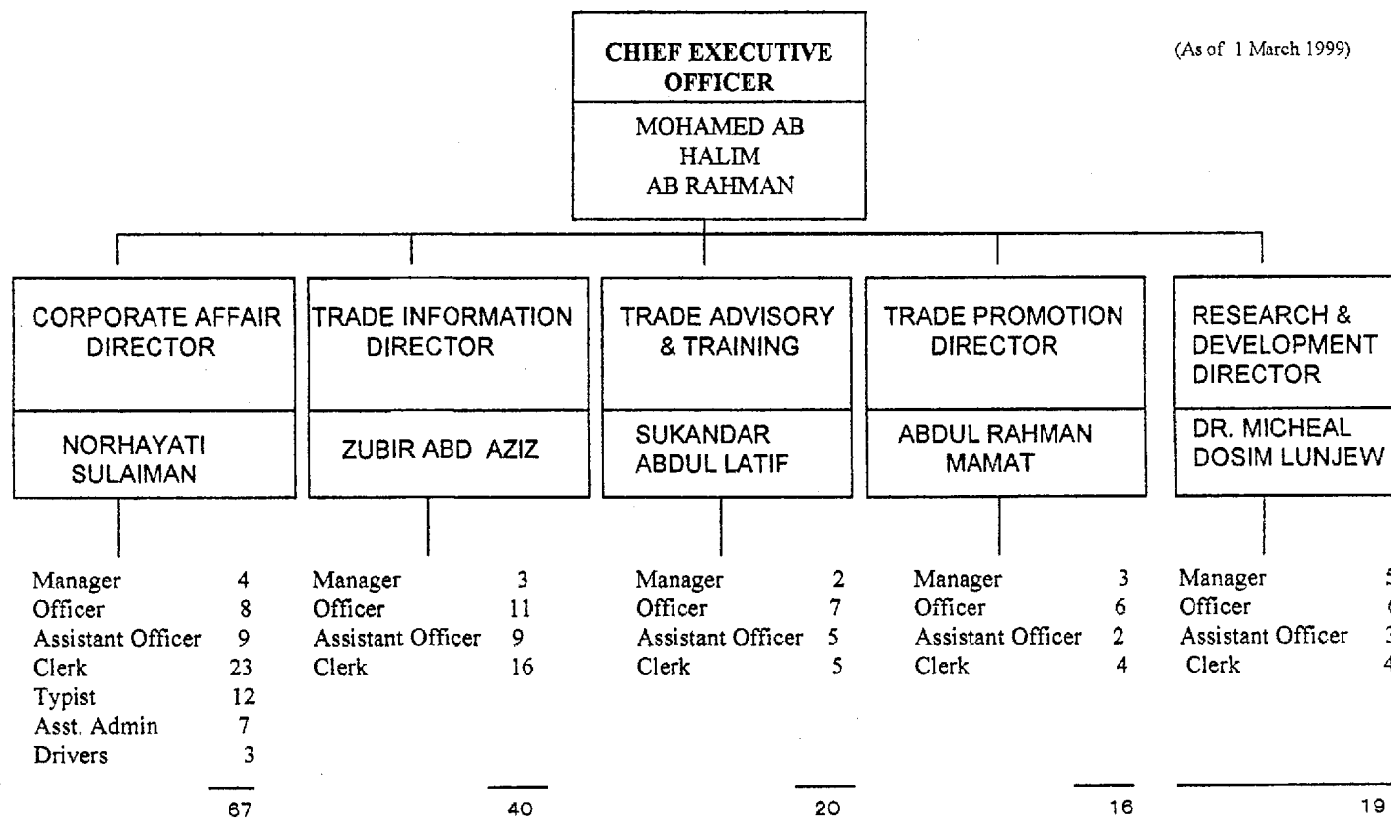
S = Supporting Staff

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**ORGANIZATIONAL CHART
MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION
(MATRADE)**

(As of 1 March 1999)



Total 163

List of Teaching Materials, Manuals and Other Documents

TITLE	DATE	TCP NO.
1 List of Teaching Materials and Manuals		
(1.Trade Research)		
Proposal of Commodity classification & Definition of Classification for MATRADE	Jul. 1995	A1/O
TRADE DATA RETRIEVAL SYSTEM	Apr. 1995	A2/P
A Contribution to "MATRADE Trade Digest" (No. 1)	Apr. 1995	A2/P
A Contribution to "MATRADE Trade Digest" (No. 2)	Apr. 1995	A2/P
Manual: "How To" of Product Market Study	Aug. 1996	A2/P
"How To" of Marketing Research	Feb. 1995	A2/P
A Contribution to "MATRADE Trade Digest" (No. 4)	Jan. 1996	A2/P
A Manual of Market Research on Wood-based Products in Japan	Jan. 1996	A2/P
Recommended Plan of Offshore Study (Product Market Study)	Jul. 1996	A2/P
Recommended Plan of Supply-side Study (Product Market Study)	Jul. 1996	A2/P
A Contribution to "MATRADE Trade Digest" (No. 5)	Mar. 1996	A2/P
"How To" of Product Market Study (Revised)	May. 1996	A2/P
A Contribution to "MATRADE Trade Digest" (No. 3)	Sept. 1995	A2/P
A Recommendation on "At a Glance" Series of Brief Country Profiles	Nov. 1994	A3/C
Guideline for Country Report	Nov. 1994	A3/C
Guideline for Market Intelligence	Oct. 1994	A3/C
Guideline for Daily Economic Research in Overseas Offices	Sept. 1994	A3/C
A Manual (Revised) of Market Research in Japan	Apr. 1996	A3/P
A Guideline for Market Research in Japan	Sept. 1995	A3/P
A Suggestion of Research Plan for JETRO's "Research and Japanese Market" Programme	Aug. 1995	A4/C
(2.Trade Information)		
Trade Advisory Handbook '97	Apr. 1997	B1
Outline of AICO & CEPT	Feb. 1997	B1
How to be an Exporter	Jun. 1998	B1
List of Books useful for Trade Advisory	Mar. 1998	B1
Export Procedure to Japan	Feb. 1996	B3
Businessmen's Needs at the Business Library	Apr. 1996	B4
How to Read Customs Tariff	Apr. 1996	B4
Q & A on Export Procedure	Apr. 1996	B4
Inquiry Database	Feb. 1998	B4
Pre-shipment Inspection & Consular Legalization	Jan. 1997	B4
Commission-based Market Information Service	Nov. 1997	B4

(3.Trade Library)		
List of CD-ROMs to be Purchased for the Resource Centre	Mar. 1995	C1
Statistics and Trade Bulletin to be purchased at the Resource Centre	Apr. 1996	C1
List of Books to be Purchased for the Resource Centre, No. 1 (materials on worldwide comprehensive business information)	Dec. 1994	C1
List of Books to be Purchased for the Resource Centre, No. 5 (materials on country profile information of countries where a MATRADE office is not located)	June. 1996	C1
List of Books to be Purchased for the Resource Centre, No. 2 (materials on country profile information to obtained through T/Cs)	Mar. 1995	C1
List of Books to be Purchased for the Resource Centre, No. 3 (books on foreign trade regulations and foreign trade procedures in foreign countries)	Oct. 1995	C1
List of Books to be Purchased for the Resource Centre, No. 4 (directories of importers in foreign countries)	Oct. 1995	C1
List of Books Recommended to the Resource Centre (1) List of "International Trade Statistics, (2) List of "Customs Tariff", (3) List of "Books (Country Reports)"	Sept. 1997	C1
Suggestion for the Resource Centre	May 1995	C2
Proposals for Processing Books in Binders	Feb. 1995	C2
Criteria on Preservation and Weeding by Category of Books and Materials	Feb. 1996	C2
Proposal for Shelving Newsletters	Mar. 1995	C2
Periodicals List of Resource Centre's 1997 Subscription	Mar. 1997	C2
List of Products (classified by DDC, by alphabetical order, with reference)	Apr. 1996	C3
List of Country and Country Code	Jan. 1997	C3

(NOT) 1. TCP No. is a classification number given to each activity contained in Technical Cooperation Program.

2. Alphabets, C, O and P, which appear in TCP No. column stand respectively for country, others and product.

TITLE	DATE	TCP NO.
2 List of Other Documents		
(1.Trade Research)		
Output Plans for MTR system	Feb. 1996	A1/O
Explanation of MATRADE-Data Retrieval (MTR) System	Jul. 1995	A1/O
Commodity Classification Plan for Trade Retrieval System	Mar. 1995	A1/O
Lecture Plan on MTR	Mar. 1995	A1/O
Delivery: "What is Marketing?" (Part 1)	Apr. 1995	A2/P
Meeting on Product Market survey	Apr. 1996	A2/P
Questionnaire Survey on Information Needs of Industries (The Final Plan of Questionnaire)	Apr. 1996	A2/P
Report from JETRO on ABU's Study in Japan	Aug. 1996	A2/P
Questionnaire Survey on Information Needs of Industries (A Recommendation)	Feb. 1996	A2/P
Results of Questionnaire Survey on Information Needs of Industries	Jul. 1996	A2/P
Delivery: "What is Marketing?" (Part 2 & 3)	May. 1995	A2/P
OJT Material on Market Research in Japan	May. 1996	A2/P
OJT Material on Product Market study 1996	May. 1996	A2/P
Report to CEO upon request : "Comment" on the Report on Wooden Furniture Market in Japan by Mr. Abu Bakar	Sept. 1996	A2/P
Advisory Paper on "How to Secure Market Reports from the T/Cs"	Aug. 1995	A4/O
Comments on Factory Visits by Mr. Inoue & Mr. Shimazu	Aug. 1996	A4/O
Statistical Analysis Recommended	Dec. 1994	A4/O
Papers on "Imbalance in Trade with Japan"	Jan. 1996	A4/O
Advice on Errors & Confusions in "MALAYSIA EXTERNAL TRADE STATISTICS 1993"	Jul. 1995	A4/O
Advice on Errors in SITC Coding in "MALAYSIA CUSTOMS DUTY ORDER"	Jul. 1995	A4/O
Presentation: "How to Apply MACRO toTSR"	Jul. 1997	A4/O
Suggested Plan of MATRADE's Homepage	Jun. 1996	A4/O
(2.Trade Information)		
World Automobile Industry and Malaysia	Apr. 1996	B1
Computer Industry in the World	Jun. 1996	B1
World Semiconductor Industry and Malaysia	May. 1996	B1
Three Myths about Japan	Apr. 1995	B3
Brief market Information by Product in Japan	Aug. 1996	B3
The Effect of Yen's appreciation on Malaysian Export	Jun. 1995	B3
Japanese Corporate culture	Jun. 1996	B3
Malaysian Export to Japan	Oct.1995	B3
(3.Trade Library)		
How to use Kompas Worldwide Directories	Apr. 1996	C3
Briefing on Commodity Trade Statistics by U. N.	Apr. 1996	C3
Briefing on the GSP of EU	Jun. 1996	C3
Dun & Bradstreet Market Guide; Continental Europe, Ireland and UK, How to use it	Sept. 1997	C3

(NOT 1. TCP No. is a classification number given to each activity contained in Technical Cooperation Program.

2. Alphabets, C, O and P, which appear in TCP No. column stand respectively for country, others and product.

P: Product Report

C: Country Report

O: Other

List of Documents produced by Short-Term Experts

Field (short-term)	Material/report	Year	Name
1) Equipment Planning	Procurement Schedule	Oct-94	Tetsuhisa Yabumoto
2) Japanese market	Seminar material	Oct-94	Sadahiko Nakamura
3) Equipment Planning	Inspection report	Feb-95	Tetsuhisa Yabumoto
4) Database	Report for MTR System	Feb-95	Kotaro Masuda
5) Japanese market	Seminar material	Mar-95	Toshiaki Ogawa
6) International PR	Lecture material	Jul-95	Tadao Yamazaki
7) International Trade Fair	Proposal	Jan-96	Kenji Sakuma
8) DTP	Lecture material	Apr-96	Shu Tanaka
9) Product Marketing Research	Lecture material	Aug-96	Akira Inoue
10) Building Material for Res. House	Seminar material	Aug-96	Masaaki Arai
11) Area study	Seminar material	Mar-97	Kenji Ohigashi
12) Permanent Exhibition Center	Proposal	Mar-97	Koichi Yamada
13) MTR System	Report	Apr-97	Tomoaki Iwasaki
14) MTR System	Report	May-97	Koji Watanabe
15) Product Packaging & Labeling	Seminar material	Nov-97	Yukio Motegi
16) Promotion Bland name	Seminar material	Mar-98	Kenji Mizuguchi
17) Product Design & Presentation	Seminar material	Mar-98	Shuichi Onose
18) MTR System	Proposal	Apr-98	Yuichi Sizume
19) MTR System	Proposal	Apr-98	Kazushi Takeuchi
20) Consumer's Preference	Seminar material	Feb-99	Sadahiko Nakamura
21) Distribution Channel	Seminar material	Feb-99	Naoyuki Teshima
22) Packaging Design	Seminar material	Mar-99	Hiroataka Sasaki

LIST OF REPORTS

I. COUNTRY REPORT

1 Preparation of fact sheet and trade briefs in conjunction with the trade and investment mission programmes are as follows:-

Fact Sheets and Country Brief		MATRADE	Collaboration with JICA
A. 1994			
1	ASEAN Countries (Philippines, Indonesia, Brunei, Thailand and Singapore)		✓
2	Japan		✓
3	Hong Kong and Taiwan		✓
4	Europe (Holland, France and Sweden)		
5	USA		✓
6	Japan, Korea and China		
7	South Africa, Namibia and Mauritius		
8	Germany, Italy and UAE		
B. 1995			
1	USA		
2	UK and Austria		
3	South Korea and Japan		✓
4	India		
5	Latin America (Argentina, Uruguay, Chile & Colombia)		✓
6	ASEAN countries (Philippines, Thailand and Indonesia)		
7	China		✓
8	France and Germany		
9	Hong Kong, Taiwan and Japan		✓
C. 1996			
1	USA		
2	Australia		
3	Czechoslovakia, Hungary and Poland		
4	Hong Kong and Japan		✓
5	Germany and Switzerland		
6	Republic of Ghana, Guinea		
7	State of Bahrain, Republic of India		
D. 1997			
1	Kuwait		
2	Botswana and Malawi		
3	Canada		
4	Hong Kong, Japan and Taiwan		✓
5	Hungary and Lebanon		
6	Mongolia and Vietnam		
7	Kyrgyz		
8	Argentina, Chile, Cuba and Uruguay		
9	Germany, Italy and UK		
10	Slovenia		

Fact Sheets and Country Brief		MATRADE	Collaboration with JICA
E	1998		
1	Iran and Turkey		
2	USA		
3	Egypt, Saudi Arabia, Sudan and Lebanon		
4	UAE		
5	Taiwan and Japan		✓
6	Mozambique		
7	USA		
8	France, The Netherlands, Switzerland and Germany		

2 Prepared the business manual book with the support from JICA on:-

- 1) Doing Business in Myanmar

II. PRODUCT REPORT

Market studies conducted in collaboration with JICA in 1996 and 1997 are as follows:-

- i Wooden household furniture in Taiwan
- ii Wooden mouldings and joinery in Taiwan
- iii Wooden household furniture in Republic of Korea
- iv Wooden mouldings and joinery in Republic of Korea
- v Wooden household furniture in Japan
- vi Wooden mouldings and joinery in Japan

REGISTRATION RECORD OF MATERIALS AT RESOURCE CENTER

1. RESOURCE CENTER COLLECTION

SOURCES	1994	1995	1996	1997	1998
1. Books	219	1,311	2,611	1,120	795
2. Periodicals	290	360	660	651	894
3. Newspapers	10	10	10	10	6
4. CD-ROM	-	8	39	44	39
5. Online Database	3	3	5	10	11
6. Video Tapes	23	37	9	13	10
7. Cassette	-	-	14	1	-
8. Diskette	-	4	4	4	1
9. Audio Tapes	-	-	14	-	-
10. Seminar Papers	16	10	13	12	6
11. Info Files	-	-	-	367	519
TOTAL	561	1,743	3,379	2,232	2,281

2. JICA's CONTRIBUTIONS

SOURCES	1995	1996	1997	1998	TOTAL
1. Books	-	-	39	96*	135
2. Worldtariffs	21	-	17	-	38
3. CD-ROM	-	-	2	-	2
4. Directories	-	11	-	19*	30
5. Statistics	-	-	12	-	12
TOTAL	21	11	70	115	217

* 1998 contribution given by JETRO

2-1 LIST OF PUBLICATIONS PROVIDED BY JICA IN 1995

NO	TITLES
1	1995 Austria guidebook 32nd edition
2	1995 Brazil guidebook 2nd edition
3	1995 Bulgaria guidebook 2nd edition
4	1995 Canada guidebook 4th edition w/NAFTA
5	1995 Czech and Slovak Republics 2nd edition
6	1995 European Union guidebook (12members states): 35th edition
7	1995 Finland guidebook 30th edition
8	1995 Hungary 2nd edition
9	1995 India 2nd edition
10	1995 Israel 2nd edition
11	1995 Japan guidebook 29th edition
12	1995 Mexico guidebook 4th edition
13	1995 Norway guidebook 32nd edition
14	1995 People's Rep. Of China 2nd edition
15	1995 Poland guidebook 2nd edition
16	1995 Rep. Of Korea 2nd edition
17	1995 Romania 2nd edition
18	1995 Sweden guidebook 31st edition
19	1995 Switzerland guidebook 31st edition
20	1995 Turkey 2nd edition
21	1995 USA guidebook 4th edition w/NAFTA

2-2 LIST OF PUBLICATIONS PROVIDED BY JICA IN 1996

NO	TITLES
1	KOMPASS directories : Bahrain 1995
2	KOMPASS directories : Latvia 1995
3	KOMPASS directories : Moldova 1995
4	KOMPASS directories : Tunisia 1995
5	KOMPASS directories : Yugoslavia 1995
6	KOMPASS Iran 1996
7	KOMPASS Israel 1994/95
8	KOMPASS Malaysia 16th edition
9	KOMPASS Netherlands : 1993 edition
10	KOMPASS Thailand 1995
11	KOMPASS United State of America

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Q

2-3 LIST OF PUBLICATIONS PROVIDED BY JICA IN 1997

NO	TITLES
1	African tax system (6 binders)
2	Annual bulletin of housing & building statistical for Europe & North America
3	Atlas of mineral resources of the Escap region: Myanmar, 1995
4	Brazil guidebook (1 binder)
5	Bulgaria guidebook (1 binder)
6	CD-ROM world development indicators 1997
7	Chile guidebook (1 binder)
8	Czech Republic guidebook (1 binder)
9	Demographic yearbook 1993
10	Economic panorama of Latin America, 1994
11	Economic & Social Survey for Asia & the Pacific, 1995
12	Economic Survey for Europe, 1994/95
13	E.I.U financing foreign operation (FFO) 11996-97 (4 binders, 43 report) Africa/Middle East (4 countries) Americas (10 countries) Asia (13 countries) Europe (16 countries)
14	European Union guidebook (2 binders)
15	External trade bulletin of the Escwa region, 7th edition (1994)
16	FAO yearbook, production 1993
17	FAO yearbook, trade, 1994
18	Foreign tax and trade briefs : International withholding tax treaty guide, Vol1 (Nov'96)
19	Foreign tax and trade briefs : vol 1 & 2 (Dec'96)
20	Foreign direct investment in Africa, 1995
21	Foreign trade statistics for Africa, 1995
22	Foreign trade statistical for Asia & Pacific, 1992
23	Guide to European taxation : taxation of company in Europe, vol 11 (5 binders)
24	Guide to European taxation : taxation of individuals in Europe, vol VI (2 binders)
25	Guide to European taxation : taxation & investment in Central & East European countries vol. V (3binders)
26	Guide to European taxation : taxation of private investment income, vol III (1 binder)
27	Guide to European taxation : taxation of patent royalties, dividends, interests in Europe vol. 1 (1 binder)
28	Guide to European taxation : value added taxation in Europe, vol VI (4 binders)
29	Handbook of economic intergration and cooperation grouping of developing countries vol. 1 : regional 7 subregional economic integration groupings
30	Hungary guidebook (1 binder)
31	Industrial commodity statistical yearbook, 1993
32	Industrial commodity statistical yearbook, 1994
33	India guidebook (1 binder)
34	Israel guidebook (1 binder)
35	International natural rubber agreement, 1995
36	International trade statistic yearbook, vol I & II, 11993
37	International tropical timber agreement, 1994
38	Japan guidebook (1 binder)
39	Minerals and metals trade in the Asia Pacific region
40	National accounts statistics : main aggregate & detail table, 1992
41	Norway guidebook (1 binder)
42	People's Republic of China guidebook (1 binder)
43	Poland guidebook (1 binder)
44	Republic of Korea guidebook (1 binder)

45	Romania guidebook (1 binder)
46	Social indicators of development, 1996
47	Statisticals yearbook for Latin Americaa & Caribbean, 11995
48	Statisticals abstract of the Escwa region, 1982/1992
49	Statistical yearbook for Asia & the Pacific, 1995
50	Survey of economic & social developments in the Escwa region, 1993
51	Survey of economic & social conditions in Africa, 1991/92
52	Supplementary service to European Taxation (15 binders)
53	Switzerland guidebook (1 binder)
54	Tax havens of the World, vol, 1,11,111 (Dec'96)
55	Taxation and investment in Canada (1 binder)
56	Taxation and investment in Carribbean (4 binders)
57	Taxation and investment in Latin America (3 binders)
58	Taxation and investment in Mexico (1 binder)
59	Taxation and investment in South Africa (1 binder)
60	Taxation and investment in the People's Republic of China (1 binder)
61	Taxes and investment in the Middle East (2 binders)
62	Taxes and investment in Asia andd the Pacific (10 binders)
63	Thailand guidebook (1 binder)
64	The 1996 Thomas Register on CD-ROM (a complete directory of North America Industry
65	The Least developed countries, 1995 report : mid-term review
66	The State of food and agriculture, 1992
67	Trend in Europe & North America : the statistical yearbook of ECE
68	Turkey guidebook (1 binder)
69	UNESCO, Statistical yearbook, 1996
70	World Bank World Development report, 1995

2-4 LIST OF PUBLICATIONS PROVIDED BY JETRO, GIVEN THROUGH JICA IN 1998

NO	TITLES
1	"About Japan Series" 1997 : Japan's mass media
2	"About Japan Series" : History of modern Japanese economy 1997
3	An outline of Japanese taxes, 1997
4	Annual report on the consumer price index, 1996
5	Annual report on the retail price survey, 1996
6	Agro-trade handbook 1996
7	The comparative tax law of Japan, 1996
8	Comparative economic and financial statistic Japan and other major countries (Bank of Japan), 11997
9	The Code of criminal procedure, 1994
10	The Commercial code & the audit special exeptions law of Japan, 1997
11	Corperatee reorganization law
12	Court organization law, 11995
13	Dodwell trend wacth 1st : Japan's distribution system : evolution or revolution
14	Dodwell trend wacth 2nd: direct marketing in Japan : to do or not to do
15	Diet law 1995
16	Disaster relief law, 1995
17	Economic statistics annual, 1997
18	EIU : Worldwide business cost comparisons
19	Enterprise hypothecation law 1996
20	Export commodity design law, 1995
21	Export and import trading law, 1995
22	Export inspection law, 1995
23	Facts and figures of Japan, 1997
24	Factory hypothecation law 1996
25	Guide to Japanese taxes, 1997-98
26	Guide to medicals device registrations in Japan, May 1997
27	Handbbook of financial data of industries, 1997
28	Health and welfare statistics in Japan, 1997
29	Hypothecation laws 1997
30	Industrial groupings in Japan, Oct 1996
31	Intemational financial statistics, March 1998
32	Japan corporation tax law including chapter 111 of special taxation measures law as of April 1, 1997, Sep. 1997
33	Japan exports and imports 1997
34	Japan laws ordinance and other regulations concerning foreign exchange and foreign trade (1997)
35	Japan statistical yearbook, 1998
36	Japan working life profile : statistical aspects, 1996-97
37	Japan's new GCP and other rules on clinical trials, Sep. 1997
38	Japanese agricultural standards for plywood for general used (1991)
39	Japanese agricultural standards for plywood for general used (Mar. 1996)
40	Japanese technical requirements for new drug registration, 1997
41	JETRO business facts & figures Nippon, 1998
42	JETRO Japanese market report
43	JETRO Japanese market report : seafood products
44	JETRO Japanese market report : nutritional dietary supplement products
45	JETRO Japanese market report : regulations & practices (automotive parts & accessories focus on the aftermarket)
46	JETRO Japanese market report : regulations & practices (automotive parts & accessories)
47	JETRO Japanese market report : regulations & practices (knitted articles)

48	JETRO Japanese market report : regulations & practices (generation - related equipment)
49	JETRO Japanese market report : regulations & practices (home textile)
50	JETRO Japanese market report : regulations & practices (Jewelry)
51	JETRO Japanese market report : regulations & practices (meat products)
52	JETRO Japanese market report : regulations & practices (metal building fixtures)
53	JETRO Japanese market report : regulations & practices (nonprescription (OTC) drugs)
54	JETRO Japanese market report : regulations & practices (optical communication product)
55	JETRO Japanese market report : regulations & practices (office)
56	JETRO Japanese market report : regulations & practices (recycling equipment), 1997
57	JETRO Japanese market report : regulations & practices (waste water treatment equipment)
58	JETRO Japanese market report : regulations & practices (wine)
59	JETRO Japanese market report : regulations & practices (wooden furniture)
60	Land lease and house lease law, 1997
61	Law concerning carriage of goods by sea, 1996
62	Law concerning deposit, 1996
63	Law concerning reserve deposit re-equipment system, 1995
64	Law concerning the regulation of receiving of capital subscription, deposit and interest on deposits, 1995
65	Law concerning promotion of export marine products industry & inforcement order them of 1997
66	Law for adjustment of domestic relation
67	Law of procedure in relation of personal status
68	Law for promotion of enterprise nationalization, 1995
69	Law to maintain order in court rooms, etc 1997
70	Law relating to prevention of environment pollution of Japan, 1996
71	Lawyers Law, 1996
72	Marketing guidebook for major imported products, 1998
73	Medium and small enterprise basic law, 1998
74	New trends in Japan's labour market, Nov 1997
75	Organization of the government of Japan, 1997
76	Osaka input promotion centre
77	The Panel code of Japan, 1996
78	The Products liability law 1996
79	Private company law, 1997
80	Prostitution prevention law, 1996
81	Public procurator's office law, 1997
82	Regulation concerning balance of sheet, profit & loss statements business reports, and annexed specification of Kabushia-Kaisha
83	Sport in Japan, 1997
84	Standards for wooden panel : Japanese industrial standards (JIS) for fibreboard : Japanese agricultural standards for plywood
85	Statistical abstract of Japanese auto parts I
86	Statistics on Japanese industries, 1998
87	The Structure on the Japanese auto parts industry, March, 1997
88	1998 - 1999 trade fairs in Japan
89	Trend watch : the new consumer trends in Japan
90	Trend watch : hot items in Japan for 1997
91	White paper construction in Japan, 1997
92	White paper in labour, 1997
93	White paper on international trade Japan, 1997
94	Wooden panel ; production shipment in Japan (precut : wooden moulding manufactures)
95	Your market in Japan : edible vegetable oil
96	Your market in Japan : Processed vegetable

97	Japan Trade directory 1998 - 1999
98	Directory of Japanese - affiliated companies in Asia 1998 - 1999
99	Kompass : Netherland 1998
100	Kompass : Russia 1998
101	Kompass : Ukraine 1997/1998
102	Kompass : Sultanate of Oman 97
103	Kompass : Latvia 97/98
104	Kompass : Belarus 1997
105	Kompass : State of Bahrain 1997/98
106	Kompass : Moldova 1997
107	Kompass : Ireland 1997
108	Kompass : Yugoslavia 1997
109	Kompass : Luxembourg 1998
110	Kompass : Azerbaijan 1998
111	Kompass : Croatia 1997/98
112	Kompass : Kazakstan 1997
113	Thomas register of American manufactures
114	Japan chemical directory 1998
115	Euro pages - The European business directory 1998

LIST OF NEW ACQUISITIONS AND BIBLIOGRAPHYS

Description	1997				1998				1999
	I	II	III	IV	I	II	III	IV	I
1.New Acquisitions		(June)	(Aug)	(Oct) (Dec)		(Apr)	(Aug)	(Oct) (Dec)	
2. Bibliography									
1. Market						(May)			(Jan)
2. Tariff								(Dec)	
3. Furniture							(Aug)		
4. Directory						(June)		(Dec)	
5. Rules & Regulations						(May)	(Aug)		(Jan)

(Note) a month in a parenthesis shows the month when New Acquisition or Bibliography was published.

New Acquisitions: Classified by Region, Products, Subjects, Periodicals, CD-ROMs, Country and Video

Bibliography: Classified by Products, Region, Subjects, Rules & Regulations and Standards

LIST OF SEMINARS AND WORKSHOPS

YEAR : 1994

NO	Workshop/Seminar	Date/Venue	No. of Participant
1	Workshop on the Footwear Industry in Germany	16 April	6
2	Seminar on Marketing in Russia	12 April	11
3	Seminar on Marketing in Italy	19 April	61
4	Central and Eastern Europe-Opportunities and Riska	27 June	68
5	Rules of Origin Mexico	4 August	20
6	Australian Food Standards Quarantine and Imported Food Inspection	8 August	55
7	Export Promotion to Japan	10 October	101
8	How to Sell to Big International Buying Houses	14 November	180
9	Doing Business In Sweden	21 November	20
10	Market Situation and Potential in Ghana, Kenya and Zimbabwe	2 December	66
11	Malaysia and The Single European Market	6 -7 December	150
12	MATRADE's Regional Seminar - The 3 P's of Exporting- Policies and Procedures	12 - 13 December	46
13	Doing Business with UAE	20 December	54

YEAR : 1995

NO	Workshop/Seminar	Date/Venue	No. of Participant
1	Exporting to Italy	24 January Seminar Room P.K.N.S	23
2	Seminar Exporting Food Products to Japan	17 Mac Holiday Inn City Centre, KL	51
3	Doing Business in Croatia	27 Mac Bilik Zamrud, MITI	114
4	Regional Seminar in Sabah	5 & 6 April Hyatt Kinabalu, Sabah	57
5	Regional Seminar in Sarawak	10 & 11 April Holiday In Kuching	60

6	Regional Seminar in Eastern Region	4 & 5 July Yayasan Pembangunan Usahawan, Kuala Terengganu	50
7	Doing Business in Myanmar	13 July Concorde Hotel	250
8	Seminar on New GSP of The EU	19 & 20 July (PWTC)	346
9	Seminar On Exporting To the New & Emerging Markets THgh GTC's	18 September Dynasty Hotel	183
10	Seminar On Risk & Opportunities in Eastern Europe & Latin America	3 October Seminar Room P.K.N.S	81
11	Seminar Business Practices In USA	9 October Seminar Room P.K.N.S	59
12	Regional Seminar In Penang	25 & 26 October Hotel Sheraton, Penang	71
13	Seminar On Exporting Furniture to Japan	7 November Seminar Room P.K.N.S	105

YEAR : 1996

NO	Workshop/Seminar	Date/Venue	No. of Participant
1	Exporting to the New & Emerging Market Through GTC's	16 January Kuching, Sarawak	46
2	Exporting to the New & Emerging Markets Through GTC's	18 January Kota Kinabaku, Sabah	68
3	Export Opportunities Through United Nation Procurement Agencies	23 April Holiday Inn City Centre, KL	159
4	Export to Bosnia	9 April Equatorial Hotel, KL	130
5	Seminar Denmark & The New Europe	14 May Legend Hotel, KL	53
6	Seminar Exporting Food Products To USA: Rules & Regulations	27 May Pan Pacific Hotel, KL	56

7	Seminar Export Marketing to Dynamic Global Market	10 & 11 June Hyatt Saujana Regency, Subang Jaya	120
8	Seminar 'Cabaran Pasaran Eksport Masa Kini'	10 & 11 June M.S Garden Hotel, Kuantan, Pahang	108
9	Seminar 'EU Trade Practices	18 July PWTC, Kuala Lumpur	112
10	Seminar Menerokai Pasaran Eksport	14 - 15 August Hotel Perdana, Kota Bahru Kelantan	82
11	Seminar "New Eksport Opportunities"	5 September Shangri-La's Tanjung Aru Resort, Sabah	160
12	Seminar "Eksport Opportunities in Emerging Market"	10 - 11 September Renaissance Hotel, Melaka	86
13	Seminar "Malaysia - Vietnam Business Partnership"	16 September Crown Princess Hotel, KL	176
14	Workshop On Australia Imported Food Inspection Program	20 September Seminar Room, P.K.N.S	81
15	US Risk Environment	15 October Hilton Hotel, K. Lumpur	40
16	Seminar on "Eksport Opportunities in Emerging Market"	25 & 26 November Hotel Sheraton, Penang	66
17	Workshop on the Uruguay Round Agreement on Technical Barriers to Trade (TBT) and the Application of Sanitary and Phytosanitary Measures (SPS)	24 October Hotel Hilton, K.Lumpur	75

YEAR : 1997

NO	Workshop/Seminar	Date/Venue	No. of Participants
1	Seminar on Developing Brand Identity	13 March 1997	207
2	Seminar on Business Opportunities in Central Asia	14 March	52
3	Regional Seminar	28 & 29 April Alor Setar	
4	Regional Seminar	25 & 26 August Shah Alam, Selangor	
5	Seminar on Exporting to the New Emerging Markets Through GTC	27 & 28 May Ipoh, Perak	
6	Seminar on Exporting to the New Emerging Markets Through GTC	30 Sept - 1 October Kuantan, Pahang	
7	Seminar on Exporting to Europe : What's New	10 July Seminar Room, P.K.N.S	75
8	Seminar of Miami - A Gateway to Latin America	2 October Seminar Room, P.K.N.S	66
9	Malaysia - Uzbekistan Business Partnership	6 October	106
10	Workshop on Japanese Food Packaging, Preservation and Hygiene	20 November	48
11	G-15 Business Workshop	1 - 5th November Mines Resort, Seri Kembangan	629

YEAR: 1998

NO	ACTIVITIES	DATE OF IMPLEMENTATION	NO. OF PARTICIPANT
1	Seminar Developing Successful Brand Strategy	17 Mac 1998 MATRADE, Conference Room, Wisma PKNS, KL	84
2	Workshop on the Implications of the Uruguay Round Agreements for International Trade in Technology Based	30 & 31 Mac 1998 Quality Hotel, Kuala Lumpur	90

	Products		
3	National Seminar On Export Opportunities for Malaysia enterprises	16 July 1998 PWTC, Kuala Lumpur	600
4	Seminar on "CE Marking : Procedure for Application and its Implications for Exporting to EU"	13 August 1996 PWTC, Kuala Lumpur	94
5	Seminar "Exporting In a Changing Market: Opportunities and Challenges	1 October 1998 The Pan Pacific Sutera Hotel, Kota Kinabalu Sabah	80
6	Seminar " Exporting in a Changing Market: Opportunities and Challenges	18 November 1998 Crowne Plaza Riverside Kuching, Sarawak	80
7	APEC Business Forum	13 -16 November 1996 Mines Exhibition Centre, Kuala Lumpur	400
8	Seminar on "Exporting to Myanmar: Opportunities & Challenges	8 December 1998 Penang	86
9	Seminar on "Effective Participation at Trade Fairs : The Do's & Dots	18 December 1998 Quality Hotel, Kuala Lumpur	130

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**SEMINARS/WORKSHOPS ORGANISED BY MATRADE WITH THE
COOPERATION/INVOLVEMENT OF JICA**

SEMINAR/WORKSHOP	DATE/VENUE	NO. OF PARTICIPANTS
Seminar on Export Promotion To Japan	10 October 1994 Legend Hotel, KL	101
Seminar Exporting Food Products to Japan	17 March 1995 Holiday Inn City Centre KL	51
Seminar on Exporting Furniture to Japan	7 November 1995 Seminar Room PKNS	105
Seminar on Business Opportunities in Central Asia	14 March 11997 MATRADE Board Room	52
Workshop on Japanese Food Packaging, Preservation & Hygiene	20 November 1997 Seminar Room PKNS	48
Seminar on Developing Successful Brand Strategy	17 March 1998 Seminar Room PKNS	84
Seminar on Exporting to Japan: Distribution System & Consumer Preference	2 February 1999 KL	267
	3 February 1999 Penang	89
	5 February 1999 Johor Bahru	37
Workshop on Packaging and Labelling for the Japanese Market	2 March 1999 Quality Hotel, KL	14

RECORD OF TRADE ENQUIRY SERVICE

By Product	Year				
	1994	1995(%)	1996	1997	1998
Food	N.A.	14	300	290	237
Palm Oil	N.A.		53	75	79
Wood Products	N.A.	8.2	187	235	220
Chemical	N.A.	5.9	189	128	160
Plastic	N.A.		100	59	121
Paper	N.A.		85	53	75
Rubber	N.A.	7.9	215	167	124
Textile	N.A.	3.5	185	165	176
Electrical & Electronics	N.A.	8.3	243	260	285
Auto Parts	N.A.	4.2	132	262	98
Medical Products	N.A.		99	91	91
Machinery & Others parts	N.A.	4	177		71
Other Products	N.A.	17.8	624	402	326
Other Enquiries	N.A.	26.2	1,009	562	1,295
Total	-	-	3,598	2,749	3,358

By Product	Year				
	1994	1995(%)	1996	1997	1998
Malaysia	N.A.	12.7	746	532	1,015
Europe	N.A.	16.8	558	310	373
Middle East	N.A.		429	412	547
South Asia	N.A.	13.3	704	726	623
ASEAN	N.A.	2.5	398	160	71
America	N.A.	2.8	171	166	261
Oceania	N.A.		115	70	
Africa	N.A.		191	199	178
East Asia	N.A.	7.3	286	174	
West Asia	N.A.	18.7			
Far East	N.A.				200
Others	N.A.	15.4			90
Total	-	-	3,598	2,749	3,358

List of Means for Dissemination of Trade Information

1. List of publications	1994	1995	1996	1997	1998
a. Directory: (Yearly)					
i) Malaysia Export '95		1 (3 Apr)			
ii) Malaysia Industry Profile (MIP) – Banking & Financial Services 96/97			1 (16 Dec)		
iii) MIP – Wood, Furniture & Fixture Sectors				1 (26 Nov)	
iv) MIP – Automotive, Components & Accessories				1 (30 Dec)	
v) Malaysia Services for Export		1 (14 Jan)			
vi) Malaysia Trade & Industry Exhibitions 1999/2000 (Quarterly)					1 (20 Oct)
vii) Malaysian Food Products – Directory of Malaysian Exporters		1 (14 Aug)			
viii) MATRADE Directory of International Trade Exhibitions 97/98				1 (16 Apr)	
ix) MATRADE Directory of Malaysian Brand Names				1 (31 Oct)	
x) World Trade Fairs Calendar '94	1 (Jan)				
xi) World Trade Fairs Calendar '95		1 (27 Jan)			
b. Magazine:					
i) Malaysia Trade Quarterly (MTQ) (Quarterly)					
MTQ No. 1/94	1 (1 Aug)				
MTQ No. 2/94	1 (30 Nov)				
MTQ No. 1/95		1 (28/12/94)			
MTQ No. 2/95		1 (20 May)			
MTQ No. 3/95		1 (16 Dec)			
MTQ No. 1/96			1 (18 Jun)		
MTQ No. 2/96			1 (20 Dec)		
MTQ No. 3/96			1 (22/10/97)		
ii) MATRADE Trade Digest (MTD) (Bimonthly)					
MTD No. 1/94	1 (2 Aug)				
MTD No. 2/94	1 (22 Oct)				
MTD No. 1/95		1 (11 Jan)			
MTD No. 2/95		1 (24 Mar)			
MTD No. 3/95		1 (16 Aug)			
MTD No. 1/96			1 (30 Mar)		
MTD No. 2/96			1 (27 Jun)		
MTD No. 3/96			1 (2 Sep)		
MTD No. 4/96			1 (7/8/97)		
MTD No. 5/96			1 (16/9/97)		
MTD No. 6/96			1 (17/9/97)		
c. Newsletter:					
i) Buletin Dagang MATRADE					
BDM No. 1–24 1995	24	24			
BDM No. 1–24 1995	(Fortnightly)	(Fortnightly)			
ii) Malaysia Business Update (MBU)					
MBU No. 1–5 1994					
MBU No. 1–12 1995	6	12	12		
MBU No. 1–12 1996	(Monthly)	(Monthly)	(Monthly)		
iii) Trade Mart (TM)					
TM No. 1–12 1998					12 (monthly)

Notes:

Publications produced by DTP

	1994	1995	1996	1997	1998
d. Electronic Mail					
i) Bulletin Board MATRADE (BB MATRADE) BB MATRADE No. 1-7 1998 (July-December)					6 (Monthly)
e. Ad Hoc Publications:					
i) Fact Sheet of Countries			6	25	15
ii) Malaysia Export Exhibition Centre (MEEC) - Cover Design					1
iii) Malaysia's Potential Food and Beverages Exporters to Japan					1 (25/1/99)
iv) MATRADE Business Handbook					
Myanmar		1			
Republic of Fiji			1		
v) MATRADE Market Intelligence					
Wood Mouldings & Builder's Joinery in Taiwan					1 (10 Nov)
Wood Household Furniture in Taiwan					1 (10 Nov)
vi) Trade Fair Brochure			14	9	7

Notes:

Publications produced by DTP

2. List of Database and contents of Home Page	1994	1995	1996	1997	1998
a. DATABASE					
Malaysia External Trade Statistics	✓	✓	✓	✓	✓
Malaysia Exporters Registry	✓	✓	✓	✓	✓
Foreign Importers	✓	✓	✓	✓	✓
Country Profile		✓	✓	✓	✓
Business Contacts (Foreign & Local)	✓	✓	✓	✓	✓
World Trade Fairs		✓	✓	✓	✓
Malaysia Business Interest Overseas			✓	✓	✓
Trade Missions & Exhibitions			✓	✓	✓
Malaysian Trade & Industrial Exhibitions					✓
b. HOME PAGE					
Corporate Information			✓	✓	✓
Publications			✓	✓	✓
Events			✓	✓	✓
Malaysian Exporters registry			✓	✓	✓
Trade Position			✓	✓	✓
Links			✓	✓	✓
Malaysian Products Showcase				✓	✓
What's New				✓	✓
Highlights					✓
Site Maps					✓

LIST OF TRADE FAIR PARTICIPATED/ ORGANIZED

INTERNATIONAL TRADE FAIR - 1994

<u>Event</u>	<u>Date</u>	<u>No. of company</u>	<u>Trade Enquiry</u>
1 97 Int'l Frankfurt Fair 1994 (Ambiente '94 Frankfurt, Germany	19 -23 February 1994	6	634
2 Cebit '94 Hannover, Hannover, Germany	16 - 23 March 1994	6	666
3 Zimbabwe International Trade Fair 1994 (ZITF '94) Bulawayo, Zimbabwe	26 - April - 2 May 1994	13	206
4 21st Osaka International Trade Fair, Osaka, Jepun	26 April - 1 May 1994	2	29
5 Quang Trung Trade Fairs '94 Products Show San Francisco	28 April - 4 May 1994	17	540
6 The 18th Gourmet Products Show, San Francisco	1 - 4 May 1994	5	105
7 MACEF Autunno Milan, Italy	2 - 5 Sept. 1994	12	230
8 Poznan International Autumn Fair, Poznan, Poland	6 - 9 Sept, 1994	6	431
9 Modern Life, Shanghai Chinaa	13 - 17 Sept 1994	11	249
10 GDS International Shoe Fair, Dusseldorf, Germany	23 - 26 Sept. 1994	9	269
11 Tehran International Trade Fair, Tehran Iran	1 - 19 Oct. 1994	11	1,261
12 Taipei International Fair Taipei, Taiwan	16 - 20 Oct. 1994	14	723
13 High Point Furniture Show North Carolina USA	19 - 29 Oct 1994	14	N/A
14 APEC Fair Osaka, Japan	24 -27 Oct. 1994	7	392
15 17th Sial International Trade Fair, Paris, France	22 - 26 Oct. 1994	12	981
16 Santiago Int'l Fair (FISA) Santiago, Chile	26 Oct. - 6 Nov 1994	8	762
17 South African Int'l Trade Exhibition	1 - 5 Nov.	22	2,593
18 International Autumn Trade Fair 1994 Dubai, UAE	16 - 20 Nov. 1994	19	653
19 Int'l Furniture Fair Tokyo, Japan	2 - 5 Dec 1994	12	436
TOTAL		206	11,160

INTERNATIONAL TRADE FAIR - 1995

<u>Event</u>	<u>Date</u>	<u>No. of Company</u>	<u>Trade Enquiry</u>
1 New York International Gift Show, New York , USA	22 - 26 January 1995	4	98
2 MACEF Primavera (Spring '95) Yangon, Myanmar	10 - 13 February 1995	9	732
3 Myanmar Trade Fair '95 Yangon, Myanmar	25 Feb - 3 March 1995	11	32
4 4th Beijing International (BIF '95) Beijing China	4 - 10 April 1995	21	3,211
5 Zimbabwe International Trade Fair Bulawayo, Zimbabwe	26 Apr - 1 May 1995	19	583
6 21st Tokyo International Trade Fair Tokyo, Japan	27 - 30 April 1995	8	102
7 Quang Trung Int'l Trade Fair Ho Chi Minh City Vietnam	28 Apr - 4 May 1995	21	596
8 APEC Technomart Taejon City, Korea	24 - 26 May 1995	10	N/A
9 12th Australia International Food, Drink & Equipment Exhibition (Fine Food '95) Sydney, Australia	3 - 6 September 1995	11	1,130
10 2nd International Food, Drink, Supermarket Hotel & Catering Equipment & Supplies Exhibition, Shanghai China	5 - 8 September 1995	12	673
11 Frankfurt Book Fair, Books & Frankfurt, Germany	11 - 16 Oct. 1995	9	N/A
12 South African International Trade Exhibition (SAITEX '95) Johannesburg, South Africa	24 - 28 Oct. 1995	24	964
13 Santiago International Fair '95 (FISA '95) Santiago, Chile	28 Oct - 6 Nov 1995	17	1,624
14 The Brunei Darussalam, Indonesia, Malaysia & The Phillipines East Asean Growth Area Expo 1995 (BIMP-EAGA Brunei Darussalam 1995)	1 - 5 Nov 1995	12	393
15 World Agricultural and Industrial Exhibition industrial and (WORLTECH '95) Nakhon Ratchasima technology expo Thailand	4 Nov - 16 Dec 1995	3	N/A
16 Int. Fair on Subcontracting, Villepinte, Paris, France	20 - 25 Nov. 1995	2	N/A
17 Plastic and Rubber Machinery Expo '95 Yangon, Myanmar	5 - 8 Dec. 1995	9	387
TOTAL		202	10,525

INTERNATIONAL TRADE FAIR - 1996

<u>Events</u>	<u>Date</u>	<u>No. of Company</u>	<u>Trade Enquiry</u>
1 Hong Kong Gifts & Houseware Fair '96 Hong Kong	15 - 18 April 1996	11	1,768
2 22nd Osaka International Trade Fair '96 Osaka Japan	24 - 29 April 1996	9	Japan: 125 Other countries 15 MATRADE: 16 Total : 156
3 United Trade Expo '96 (UNITREX '96) Rotterdam The Netherlands	5 - 8 June 1996	15	201
4 The 5th Taipei International Trade Fair (Taiwan (TIF '96)	4-6 Sept. 1996	15	340
5 Food and Hotel China Beijing, China	3 - 6 Sept. 1996	7	194
6 Frankfurt Book Fair Frankfurt, Germany	2 - 7 Oct. 1996	6	160
7 South Africa International Trade Exhibition (SAITEX '96) Johannesburg South Africa	22 - 26 Oct. 1996	18	659
8 Santiago International Trade Fair '96 (FISA 1996) Santiago, Chile	27 Oct - 5 Nov. 1996	21	1393
9 S.I.A.L International Food Fair Paris, France	20 - 24 Oct. 1996		1,563
10 Islamic Trade Fair Jakarta, Indonesia	22 - 27 Oct. 1996	9	113
11 The 6th Asia - Pacific International Trade Fair (ASPAT '96) Manila, Phillipines	5 - 11 Nov. 1996	18	204
12 Special G-15 Expo Harare, Zimbabwe	4 - 7 Nov. 1996	8	150
13 Tokyo Furniture Fair Furniture Tokyo, Japan	27 Nov. 1996		
14 12th Dakar International Dakar, Senegal	28 Nov. - 9 Dec 11996		

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**INTERNATIONAL TRADE FAIR - 1996
(TECHNICAL ASSISTANT)**

<u>Events</u>	<u>Date</u>	<u>No. of Company</u>	<u>Trade Enquiry</u>
1 ASEAN Construction Materials Exhibition Tokyo, Japan	24 May - 27 August 1996	4	89 meetings
2 International Houseware Show '96 Tokyo, Japan	19 - 21 June 1996	8	294
3 Tokyo International Gift Show Tokyo, Japan	4 - 6 Sept. 1996	5	1089
4 Asean Food and Beverage Exhibition Tokyo, Japan	2 Sept - 2 Dec. 1996	4	33

INTERNATIONAL TRADE FAIR PARTICIPATED BY MATRADE IN 1997

<u>Events</u>	<u>Date</u>	<u>No. of Company</u>	<u>Trade Enquiry</u>
1 Int'l Consumer Goods Fair Zagreb (Croatia)	19 - 23 March 1997	4	264
2 Hong Kong International Gifts Fair	14 - 17 April 1997	14	1898
3 22nd. Tokyo International Trade Fair	24 - 27 April 1997	6	165
4 Australian Automotive Trade Fair	30 May - 1 June 1997	9	405
5 5th International Exhibition of Consumer Goods Moscow Rusia	1 - 5 July 1997	12	277
6 73rd International Exhibition of Marseille, France	26 Sept - 6 Oct. 1997	12	150
7 ANUGA World Food Market Cologne Germany	11 - 16 Oct 1997	13	1197
8 Feria Internacional D'Santiago (FISA '97) Chile	24 Oct - 2 Nov 1997	16	332
9 Muscat International Trade Fair, Oman	27 - 31 Oct 1997	7	
10 G-15 Trade Exhibition Mines Exhibition Centre Sg. Besi, Kuala Lumpur	31 Oct. - 5 Nov 1997	143	11,869
11 5th. Musiad International Trade Fair, Istanbul Turkey	20 - 23 Nov 1997	15	1,623
TOTAL		251	18,150

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**INTERNATIONAL TRADE FAIR - 1997
(TEHNICAL ASSISTANT)**

<u>Events</u>	<u>Date</u>	<u>No. of Company</u>	<u>Trade Enquiry</u>
1 ASEAN Home Textile Exhibition, Tokyo, Japan	Feb. 24 - March 2, 1997	5	46
2 ASEAN Gifts & Collectables Exhibition, Fukuoka & Tokyo, Japan	10 - 19 Sept. 1997	5	122
3 ASEAN Food and Beverages Exhibition, Tokyo, Japan	10 - 16 Nov. 1997	4	38
4 ASEAN International Furniture Fair, Tokyo Japan	16 - 24 Nov. 1997	4	65

**RESULTS OF TRADE PROMOTION PROGRAMMES IN 1998
INTERNATIONAL TRADE FAIRS**

<u>Events</u>	<u>Date</u>	<u>No. of Company</u>	<u>Trade Enquiry</u>
1 G15 Exhibition Cairo, Egypt	8 - 13 May, 1997	58	141
2 The National Hardware Show Chicago, USA	16 - 19 August, 1998	12	719
3 7th Islamic Trade Fair Tripoli, Lebanon	13 - 18 October, 1998	19	1125
4 7th Asia Pacific Int. Trade Fairr (ASPAT '98 ALMATY) Almaty, Kazakstan	15 - 19 October, 1998	10	64
5 Poznan International Autumn Fair Poznan , Poland	1 - 4 September 1998	4	179
6 Ritca Furniture & Decorative Items Exhibition	9 - 11 September 1998	15	244
7 Hong Kong Electronics 1998 Hong Kong	13 - 16 October 1998	6	780
8 International Food Products Exhibition (SIAL 98) Paris, France	18 - 22 October 1998	15	1,017
9 Dubai International Autumn Fair, Dubai , UAE	8 - 12 November 1998	37	900
TOTAL		176	5169

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TECHNICAL ASSISTANCE PROGRAMMES

<u>Events</u>	<u>Date</u>	<u>No. of Company</u>	<u>Trade Enquiry</u>
1 Asean Garments and Accessories Exhibition Tokyo, Japan	23 Feb. - May 8 1998	3	20
2 Asean Construction Materials Exhibition Tokyo, Japan	18 May - 20 August 1998	4	40
3 Asean Food and Beverage Exhibition	8 October - 8 Jan. 1999	4	25
4 International Furniture Fair Tokyo '98 Tokyo, Japan	18 - 21 November 1998	6	116
TOTAL		17	201

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LIST OF THE DISPATCHED JAPANESE EXPERTS

No.	Name of Experts	Assigned Scope	Assigned Bureau	Assigned Term
	A. Long-Term Experts			
1	Mr. Masao Kushi	Chief Advisor	A	15.07.94 - 30.06.99
2	Mr. Takafumi Miki	Coordinator	A	01.07.94 - 19.07.97
3	Mr. Nobuyoshi Kida	Coordinator	A	01.07.97 - 30.06.99
4	Mr. Sadao Shimazu	Trade Research	E	01.09.94 - 31.08.97
5	Mr. Tsuneo Tanaka	Trade Research	E	18.08.97 - 30.06.99
6	Mr. Koki Suganuma	Trade Information	C	15.07.94 - 14.07.98
7	Ms. Makiko Kikkawa	Trade Library	B	14.11.94 - 13.11.97
	B. Short-Term Experts			
1	Mr. Tetsuhisa Yabumoto	Equipment Planning	A	22.08.94 - 21.10.94
2	Mr. Sadahiko Nakamura	Japanese Market	C	04.10.94 - 12.10.94
3	Mr. Tetsuhisa Yabumoto	Equipment Planning	A	23.01.95 - 14.02.95
4	Mr. Kotarou Masuda	Database	E	06.02.95 - 17.02.95
5	Mr. Toshiaki Ogawa	Japanese Market	C	16.03.95 - 23.03.95
6	Mr. Kotarou Masuda	Trade Statistics Software	E	11.05.95 - 31.05.95
7	Mr. Tadao Yamazaki	International PR	A	06.07.95 - 14.07.95
8	Mr. Tetsuhisa Yabumoto	Equipment Planning	A	26.08.95 - 17.09.95
9	Mr. Sadahiko Nakamura	Marketing Furniture	C	05.11.95 - 12.11.95
10	Mr. Kenji Sakuma	International Trade Fair	D	08.01.96 - 16.01.96
11	Mr. Shu Tanaka	Desk Top Publishing	B	31.03.96 - 13.04.96
12	Mr. Akira Inoue	Product Marketing Research	E	04.08.96 - 11.08.96
13	Mr. Masaaki Arai	Building Material for Res. House	C	25.08.96 - 31.08.96
14	Mr. Kenji Ohigashi	Area Study	C	10.03.97 - 15.03.97
15	Mr. Koichi Yamada	Permanent Exhibition Center	D	16.03.97 - 25.03.97
16	Mr. Takahiro Watanabe	Developing MTR System	B	20.03.97 - 30.03.97
17	Mr. Tomoaki Iwasaki	Developing MTR System	B	20.03.97 - 05.04.97
18	Mr. Sachio Motegi	Product Packaging and Labelling	C	18.11.97 - 24.11.97
19	Mr. Kenji Mizuguchi	Promotion Brand Names	C	15.03.98 - 19.03.98
20	Mr. Shuichi Onose	Product Design and Presentation	C	15.03.98 - 19.03.98
21	Mr. Yuichi Shizume	Developing MTR System	B	30.03.98 - 08.04.98
22	Mr. Kazushi Takeuchi	Developing MTR System	B	30.03.98 - 08.04.98
23	Mr. Tadahiko Nakamura	Consumer's Preference	C	31.01.99 - 07.02.99
24	Mr. Teshima Naoyuki	Distribution Channel	C	31.01.99 - 07.02.99
25	Mr. Hirotaka Sasaki	Packaging Design & Labelling	C	27.02.99 - 04.03.99

Note:

A: Corporate Affairs B: Trade Information
D: Trade Promotion E: Research & Development

C: Trade Advisory & Training

JAPANESE STUDY TEAM DISPATCHED BY JICA

1.	Preliminary Survey team	07. 12. 92~15. 12. 92
2.	Experts Survey Team (1 st)	14. 08. 93~10. 09. 93
3.	Experts Survey Team (2 nd)	14. 12. 93~23. 12. 93
4.	Implementation Survey Team	28. 02. 94~10. 03. 94
5.	Consultation Team	12. 12. 94~21. 12. 94
6.	Advisory Team	25. 11. 96~05. 12. 96
7.	Consultation Team	29. 09. 97~06. 10. 97
8.	Evaluation Team	10. 03. 99~27. 03. 99

LIST OF THE MALAYSIAN COUNTERPART PERSONNEL TRAINED IN JAPAN

No.	Name of Counterpart	Subject	Duration
1	Mr. Ibrahim Md. Yusop	Trade Promoton Activities	04.10.94 – 09.11.94
2	Ms. Maimunah Hamed	"	18.10.94 – 09.11.94
3	Mr. Mohamed Esah Abdul Hamid	"	24.10.95 – 16.11.95
4	Ms. Roslina long	"	24.10.95 – 16.11.95
5	Ms. Sijah Husein bt Mohsin	"	24.10.95 – 16.11.95
6	Ms. Mohd. Ghazali Idris	"	24.10.95 – 16.11.95
7	Ms. Roseliah Bt Taha	"	24.10.95 – 16.11.95
8	Ms. Wong Lai Sum	"	13.10.96 – 02.11.96
9	Ms. Au Yong Lai Chum	"	13.10.96 – 02.11.96
10	Ms. Raja Nor Zihan Mohsin	"	13.10.96 – 02.11.96
11	Ms. Noraini Mohd. Nor	"	13.10.96 – 02.11.96
12	Ms. Jamilah Ibrahim	"	16.11.97 – 06.12.97
13	Ms. A'dzimah Ahmad Ghazali	"	16.11.97 – 06.12.97
14	Ms. Zurina Supiat	"	16.11.97 – 06.12.97
15	Mr. Amran Yem	"	16.11.97 – 06.12.97
16	Ms. Siti Joana Binti Manap	"	30.11.98 – 19.12.98
17	Ms. Marita Bt Yusof	"	30.11.98 – 19.12.98
18	Ms. Chang Sook Wan	"	30.11.98 – 19.12.98
19	Ms. Ruslaina Abas	Product Market Study	13.02.99 – 05.03.99
20	Mr. Zakaria Kamarudin	Product Market Study	13.02.99 – 05.03.99

MACHINERY AND EQUIPMENT PROVIDED BY THE JAPANESE SIDE

Fisc. Year	No.	Item	Unit Price (1,000 Yen)	pcs.	Amount (1,000Yen)
1994	1. PC-LAN				
		1 PC for File Server	1,100	1	1,100
		2 Client PC with CD-ROM	628	2	1,256
		3 Client PC/Desktop Type	533	23	12,259
		4 Client PC/Notebook Type	1,113	3	3,339
		5 Laser Printer	176	10	1,760
		6 Scanner	589	1	589
		7 HUB	102	5	510
		8 Networking Equipment - IBM	982	1	982
		9 Router	1,533	2	3,066
		10 User Interface Builder	723	5	3,615
		11 Network OS	550	1	550
		12 Character Recognition System	1,022	1	1,022
		13 E-mail	825	1	825
		14 UPS	314	2	628
		15 UNIX Workstation	7,271	1	7,271
		16 Data Base Management	6,446	1	6,446
		17 Text Retrieval System	2,790	1	2,790
		18 UNIX Server	2,044	1	2,044
	2. DTP				
		1 DTP Client	1,100	4	4,400
		2 Laser Printer	867	1	867
		3 Magnetic Optical Disk Driver	471	1	471
		4 Removable External Hard Disk Driver	117	1	117
		5 HUB	157	1	157
		6 DTP Software for 68040 CPU	275	2	550
		7 DTP Software for Power PC CPU	171	8	1,368
		8 DTP Software for Power PC CPU	117	4	468
		9 DTP Server	2,161	1	2,161
		10 Scanner	8,451	1	8,451
		11 Color Laser Copy Machine	6,878	1	6,878
		12 Perfect Book Binder	3,341	1	3,341
		13 Programatic Paper Cutter	7,271	1	7,271
		14 Wire Stitching Machine	2,161	1	2,161
		15 Drum Based Postscript Imagesetter	13,639	1	13,639
		16 DTP Server/Crient - UNIX Workstation Connection Software	1,650	1	1,650
		17 Canon File	1,886	1	1,886
	3. LIBRARY				
		1 Books		37 Volumes	1,800
		2 Books		22 Volumes	1,618
	4. SEMINAR				
		1 Portable LCD Projector	1,257	1	1,257
		2 VCR & TV	982	1	982
	5. VEHICLE				
		1 Coach Bus	5,756	1	5,756

1995	1. COMPUTER	1 Notebook PC IBM Thinkpad 755CD	1,199	1		1,199
		2 UNIX Server for internet	4,869	1		4,869
		3 Internet Management Server	1,647	1		1,647
		4 Unix W/S for Mail & Firewall	2,912	1		2,912
		5 NW & Internet Management	2,109	1		2,109
		6 MTR System		1		18,000
	2. SEMINAR	1 VCR Panasonic NV-S1000	237	1		237
		2 Audio Mixer Philips LBB 1149/00	116	1		116
		3 Wireless Tuner Chaiyo DR303	155	1		155
		4 Conference Ste Philips LBB3350/3351	1,392	(25)		1,392
		5 Basic Power Supply Philips LBB3305/00	121	1		121
	3. LIBRARY	1 Book: World Tariff		21	Volumes	843
		2 Book: Kompas		4	Volumes	162
		3 Book: Kompas		11	Volumes	269
		4 Book: Euromonitor		9	Volumes	693
		5 Book: Investment Laws of the World		3	Volumes	596
	4. VEHICLE	1 4WD Vehicle Pajero V43WW	5,645	1		5,645
1996	1. COMPUTER	1 IBM Server RS/6000 39H	9,446	1		9,446
	2. SEMINAR	1 Electronic Whiteboard Plus BF303S	179	2		358
	3. LIBRARY	1 Book: World Tariff		18	Volumes	679
		2 Book: IBFD		26	Volumes	2,385
		3 Book: World Bank		4	Volumes	39
		4 Book: UN		27	Volumes	158
1997	1. COMPUTER	1 Line Printer	1,320	1		1,320
1998	1. COMPUTER	MTR System				19,000
Total						191,651

EXPENSE BY THE JAPANESE SIDE

Unit: 1000 Japanese Yen

Japanese Fiscal Year	1994	1995	1996	1997	1998	Total
Acceptance of C/P in Japan	887	1,940	1,485	1,383	2,226	7,921
Dispatch of Experts	86,001	104,640	104,960	107,810	59,590	463,001
Dispatch of Study Team	2,831	0	2,623	2,857	7,069	15,380
Provision of Machinery and Equipment	117,301	40,965	13,065	1,320	19,000	191,651
Hand-carry Equipment	3,600	3,600	3,050	2,900	6,882	20,032
Total	210,620	151,145	125,183	116,270	94,767	697,985

Note) Expenses in Japanese Fiscal Year 1999 includes estimation.

List of Malaysian Counterpart Personnel (for long-term Expert)

Name	Title	1994	1995	1996	1997	1998	1999	No. of C/P (Current)
Mohamed Ab. Halim Ab. Rahman	CEO							1
Samsudin Marsop	Ex. CEO							
Trade Research Bureau								10
Ishak Samsudin	Ex. Director					R		
Dr. Michael Dosim Lunjew	Director							
Sukumaran a/I Rassu	Ex. Manager					TC (Colombia)		
Zakaria Kamaruddin	Manager							
Abd. Aziz Mohamad	Ex. Manager			R				
Ab. Wahab Abdullah	Manager					TC (Dubai)		
Mohd. Ghazali Idris	Manager					TC (Vietnam)		
Prakash a/I K.U.K Aair	Manager					TC (Singapore)		
Au Yong Lai Chan	Manager							
Amran Yem	Manager							
Ching Hea Choo	Manager							
Abu Bakar Yusof	Officer							
S Arokiadass a/I Sararimuthu	Officer							
Norliza Aminuddin	Officer							
Ruslaina Abas	Officer							
Marina Yusof	Officer							
Trade Advisory & Training Bureau								6
Mohamed Ab. Halim Ab. Rahman	Ex. Director							
Susila Devi a/p Kumaran	Manager							
Roslina Long	Officer							
Maimunah Hamed	Officer							
Muna Abu Bakar	Officer							
Yuslinawati Mohd. Yusof	Officer							
Jonathan Andrew Roo James	Officer							
A'dzimah Ahamad Ghazali	Officer							
Trade Information Bureau								8
Abdul Rahman Haron	Ex. Director					R		
(Resource Center)								
Noraini Mohd. Nor	Manager							
Siti Joana Manap	Librarian							
Rashidah Othman								
Sakdiyah	Ex. Ass. Librarian					R		
Anuar Kamaruddin								
Norini Ishak	Ass. Librarian							
Sijah Husein	Officer							
(Computer Services)								
Raja Nor Zihan Raja Mohsin	Manager							
(Publications)								
Catharine Yeang Phaik Gharn	Manager							
Trade Promotion Bureau								3
Ahmad Suhaimi Osman	Ex. Director					R		
Wan Norma Wan Daud	Manager							
Ibrahim Md. Yusop	Manager							
Chang Sook Wan	Officer							
Jamilah Ibrahim	Officer							
Mohamed Abdul Hamid	Officer					R		
Corporate Affairs Bureau								4
Raja Kamaruddin	Ex. Director					R		
Norhayati Sulaiman	Director							
Wong Lai Sum	Manager							
Roseliah Taha	Manager							
Zurita Supiat	Officer							
Number of C/P(Current): 32								

Note: R: Resigned TC: Trade Commissioner ■ Counterpart Training in Japan

ANNUAL INCOME AND EXPENDITURE OF MATRADE FOR THE YEAR 1993 TO 1998

Value: 1,000 (RM)

	1993	1994	1995	1996	1997	1998
1. Income						
(1) Government Contribution	28,953	21,000	50,000	50,000	34,000	43,596
(2) Revenue Fees	454	1,211	2,515	3,156	2,604	1,734
(3) Interest	280	604	887	1,179	2,689	1,644
(4) Other income	11	569	1,648	350	2,405	551
TOTAL	29,698	23,384	55,050	54,685	41,698	47,525
2. Expenditure						
(1) Emolument	578	6,802	11,413	11,610	13,016	14,610
(2) Travelling, Transportation and Communication	663	5,601	5,241	8,705	5,747	3,633
(3) Rental	606	12,183	11,927	11,792	13,435	14,409
(4) Equipment and other Asset	542	2,833	2,596	2,676	876	472
(1) Motor Vehicle	255	286	711	942	87	-
(2) Office Equipment	8	163	277	349	688	-
(3) Furniture and fittings	278	2,384	1,608	1,386	102	-
(5) Professional Service & Hospita	860	5,417	9,311	13,436	11,121	2,764
(6) Other expenses	322	3,816	5,010	4,335	5,070	2,970
(7) Pension Trust Fund		152	391	413	407	404
TOTAL	3,029	33,971	43,293	50,291	49,797	38,490
Excess/(deficit) of income over expenditure	26,669	-10,587	11,756	4,394	-8,098	9,035

Note: Compiled from MATRADE's Annual Report of each year.

** Figures for 1998 is tentative

MACHINERY AND EQUIPMENT PROVIDED BY MALAYSIAN SIDE

	Item	Quantity	year
1.	PC Desktop Type	43	1994
2.	PC Server	1	1994
3.	PC Notebook Type	1	1994
4.	Printer	18	1994
5.	PC Desktop Type	5	1995
6.	Printer	2	1995
7.	Router	1	1995
8.	Potable LCD Projector	1	1995
9.	Wireless Tuner Chaiyo DR303	2	1995
10.	PC Desktop Type	13	1995
11.	PC Notebook Type	3	1996
12.	Printer	3	1996
13.	Scanner	1	1996
14.	Electronic Whiteboard Plus BF303S	2	1996
15.	PC Desktop Type	16	1996
16.	PC Notebook Type	1	1997
17.	Printer	3	1997
18.	Scanner	1	1997
19.	PC Desktop Type	50	1998
20.	Printer	9	1998

THE MINUTES OF DISCUSSIONS
BETWEEN THE JAPANESE EVALUATION TEAM
AND THE RELEVANT AUTHORITIES
OF THE GOVERNMENT OF MALAYSIA
ON THE JAPANESE TECHNICAL COOPERATION
FOR THE PROJECT
ON THE MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION

JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)
MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION
(MATRADE)

26 MARCH 1999


MINUTES OF DISCUSSIONS
BETWEEN THE JAPANESE EVALUATION TEAM
AND THE RELEVANT AUTHORITIES OF THE GOVERNMENT OF MALAYSIA
ON THE JAPANESE TECHNICAL COOPERATION
FOR THE PROJECT
ON THE MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION

The Japanese Evaluation Team (hereinafter referred to as "the Team") organized by the Japan International Cooperation Agency (hereinafter referred to as "JICA") and headed by Mr. Tadao Yamazaki visited Malaysia from March 10 to 27, 1999, for the purpose of evaluating jointly with the Malaysian Team (hereinafter referred to as "the Malaysian Team") headed by Mr. Mohammed Ab. Halim Ab. Rahman for the project on the Malaysia External Trade Development Corporation in Malaysia (hereinafter referred to as "the Project") on the basis of the Record of Discussions signed on March 9, 1994 (hereinafter referred to as "the R/D").

After the Joint Evaluation of the Project, the Team discussed with the relevant authorities of the Government of Malaysia (hereinafter referred to as "the Malaysian Side") on matters pertaining to the successful implementation of the Project.

As a result of the discussions, both sides mutually agreed upon the matters referred to in the document attached hereto.

Kuala Lumpur, March 26, 1999



Mr. Tadao Yamazaki

Leader

Japanese Evaluation Team

Japan International Cooperation Agency

Japan



Mr. Mohammed Ab. Halim Ab. Rahman

Chief Executive

Malaysia External Trade Development

Corporation

Malaysia

THE ATTACHED DOCUMENT

1. Recognition of the Joint Evaluation Report

The Joint Coordinating Committee recognized the Joint Evaluation Report for the Project submitted as the result of the joint work by both Evaluation Teams. Both sides agreed that project would be terminated on June 30, 1999 as stipulated in the R/D.

2. Further inputs to the Project until June 30, 1999

2.1 The Japanese Side

The technology transfer by the following experts is considered;

i) Long-Term Experts

The technology transfer by three (3) long-term experts will be continued in the following fields:

- a) Chief Advisor
- b) Coordinator
- c) Trade Research

ii) Short-Term Experts

Two (2) short-term experts are scheduled to be despatched in the following fields:

- a) Visual Merchandising
- b) Import Promotion Programmes in Japan

2.2 Inputs by the Malaysian Side

To provide all the provisions as agreed upon in the R/D.

3. Further Cooperation

The Malaysian side requested further cooperation in the following areas:

- i) Despatching individual short term experts for seminars/workshops.
- ii) Training of MATRADE staff in Japan in both general and specific fields.

JK

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The Japanese side took note of the request, and suggested the Malaysian side to be in touch with JICA Malaysia Office and The Japanese Embassy in due course.

4. **List of Attendance**

The list of attendance is as shown in Appendix.

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Appendix

1. Evaluation Teams

i) Japanese Evaluation Team

Mr. Tadao Yamazaki	Leader
Mr. Yuji Hosoya	Adviser
Mr. Masaaki Hanai	Training Planning
Mr. Yutaka Kawahara	Technology Transfer Planning
Mr. Fumio Yamashita	Evaluation Management
Mr. Jiro Iguchi	Evaluation Analysis

ii) Malaysian Evaluation Team

Mr. Mohammed Ab. Halim Ab. Rahman	Leader
	Chief Executive MATRADE
Ms. Norhayati Sulaiman	Director of Corporate Affairs Bureau
Mr. Zubir Abdul Aziz	Director of Trade Information Bureau
Mr. Sukandar Abdul Latif	Director of Trade Advisory and Training Bureau
Mr. Abdul Rahman Mamat	Director of Trade Promotion Bureau
Dr. Michael Dosim Lunjew	Director of Trade Research and Development Bureau
Ms. Tay Lee Looi	Principal Assistant Director, MITI
Mr. K. Thillainadarajan	Principal Assistant Director, EPU
Ms. Roseliah Taha	Manager of Public Relations
Ms. Roslina Long	Trade Development Officer

2. **Participants in the meeting**

i) **Japanese Long-Term Experts**

Mr. Masao Kushi	Chief Advisor
Mr. Nobuyoshi Kida	Coordinator
Mr. Tuneo Tanaka	Trade Research

ii) **JICA Malaysia Office**

Mr. Yoshihide Teranishi	Deputy Resident Representative JICA Malaysia Office
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